

37 Media-buying at Campbell-Ewald.....	Interview with JOSEPH J. HARTIGAN
41 More Homes for Your TV Commercial.....	DONALD G. McGLATHERY
44 10 New Concepts in Media Research.....	DR. ERNEST DICHTER
48 What Is the Status of FM Radio?.....	STAFF
94 How C. W. Hoyt Builds a Media List.....	C. B. DONOVAN

Media scope

July, 1959, 50 Cents

serving the media-buying function / published by Standard Rate & Data Service, Inc.



"We can function more creatively because we have more information."

JOSEPH J. HARTIGAN

C. RAYMOND KINSTER

Every hour . . . every day . . . every week . . . your best customers and prospects are being personally interviewed to verify the circulation of MACHINE DESIGN. Interviewers of the Harvey Research Organization visit annually all establishments within the Original Equipment Market receiving four or more copies. Depth interviews are being held at all the larger and more important companies, accounting for about 60 per cent of total circulation.* A glance at some of the questions will tell you why no other magazine can be so certain about the QUALITY and ACCURACY and ADEQUACY of its coverage . . . why no other magazine can so quickly respond to new personnel, new departments, new industries!

Personally Verified Circulation assures rapid reader response

Rapid Reader Response! It is bound to be greater whenever a magazine is directed to the right people . . . at the right place . . . at the right time. For all reader response—readership, inquiries, product preference, company recognition, etc.—stems from the perfect match between editorial concept and circulation. That's why, when you advertise in MACHINE DESIGN, you can be sure design engineers will read every word that talks their language. That's why the majority of advertisers interested in SELLING to the Original Equipment Market prefer to put their marketing plans to MACHINE DESIGN . . . the magazine of RAPID READER RESPONSE!

Some typical questions—How many engineers at this address doing design work? How many craftsmen, technicians, design detailers, etc., at this address working with engineers?

We want to be sure that one copy of MACHINE DESIGN is being delivered to this address for at least every four engineers. If more copies are needed, would you give me the names and titles of the individuals to whom they should be addressed?

What is located at this address: Manufacturing Plant? General Offices? Government Establishment? Educational Institution? Exclusively a research laboratory? Exclusively a consulting engineering firm? Some other kind of establishment?

What one principal product is designed or manufactured at this address? What other products?

Any new engineering groups or departments added in past year . . . that is, anywhere throughout the country? If so, what is the mailing address and name of person in charge?

We are reading and using MACHINE DESIGN, and would like to have you continue sending it."

(Signature)

MACHINE DESIGN

a **Penton** publication
Penton Building, Cleveland 13, Ohio

BPA



*Circulation of circulation verified annually by mail or Western Union

Chicago, July, 1969

How's business?



BOOMING!

You can read it on the financial pages. You can see it in the stores. You can feel it in the air. Business is great in the booming Chicago market.

As first quarter figures rolled in, company after company reported increased sales...greater earnings...bigger profits. And the boom which began in the first three months continues to bloom in the second quarter.

National advertisers and local merchants are selling more goods—a lot more goods. And they are using a lot more advertising in the Chicago Tribune, the newspaper that sells the most goods. In the first five months, advertisers spent \$26,242,000 in the Tribune—\$6,166,000 in May alone. This was

more than their total advertising expenditures in all other Chicago newspapers combined.

And while all Chicago papers showed increases over last year, the Tribune's gain was greater than the combined gain of all other papers. A \$605,000 gain during May brought the Tribune's total increase for the first five months to \$2,395,000!

Business is indeed booming in Chicago. This market is bursting with vitality, enthusiasm and opportunity.

Chicago is flexing its muscles with an International Trade Fair, a new world port, new expressways, factories, stores and homes. Big things are being done. Bigger things are planned.

For advertisers, the future begins today. In the big, brawny, bustling Chicago market, the most powerful selling force you can use will continue to be the Chicago Tribune.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune's 5 Month gain in advertising expenditures UP \$2,395,000 over 5 Months, 1958!

Media scope

published by Standard Rate & Data Service, Inc.

MEDIA PLANNING

How Marketing Concept Shapes Media Planning Today	Interview with JOSEPH J. HARTIGAN	37
How Hoyt Builds a Media List for American Thermos	C. B. DONOVAN	94

MEDIA TECHNIQUES

Free—More Homes for Your TV Commercial	DONALD G. MCGLATHERY	41
Why Point-of-purchase Is Part of the Media Plan	L. E. GALLAGHER	78

ORGANIZATION MATTERS

Media-Buyer Groups Remain Active		56
Single Audit Proposal Gets Mixed Reaction		60

MEDIA AND MARKET DATA

MEDIA/SCOPE's Record of National Advertising Expenditures		34
How MEDIA/SCOPE's Record of National Advertising Expenditures Is Prepared		35
FM—What Kind of Class Market?		48
How Good Is Your Newspaper Buying Formula?	EUGENE DALGIN	64
Japanese Media Offer Marketing Opportunity	IRWIN A. VLADIMIR	71
Refresher Course II: How to Use the New Radio		82
Trends in National Newspaper Advertising		104
MEDIA/SCOPE's Advertising Cost Index		111
Videodex National Rating Analysis		118

TRENDS AND TREND MAKERS

Scope on Media: A Look Around and a Look Ahead		9
Men of the Month in Media: THOMAS D'ARCY BROPHY, SAMUEL C. GALE, DR. CHARLES K. RAMOND		18
How Do You Determine the Editorial Vitality of a Publication?	MEDIA/FORUM	33
10 New Concepts in Media Research	DR. ERNEST DICHTER	44
More Information Needed on Value of Audits	ELAINE KORTAS	61
The Growing Revolution In Magazine Advertising		106
Don't Feed the Univacs	LIONEL M. KAUFMAN	115
Editorial: Media-buyers' Groups		
Television's Expanding Horizons	ROGER BARTON	120

DEPARTMENTS

Publisher's Notebook		
WALTER E. BOTTHOF	5	Scope on People
Trade Talk	DAVE WASKO	12
Letters		14
Media/quotes		23
Media/dates		63
		Business Press
		HOWARD G. SAWYER
		Media and Market Studies
		Promotions and Presentations
		Advertising Index

WHAT'S AHEAD FOR AUGUST

Media Planning at Monsanto Chemical Company	
Interview with WILLIAM R. FARRELL	
Media Buying at McManus, John & Adams	ROBERT E. BRITTON
How to Win with Research	HOWARD G. SAWYER
Legal Entanglements in Cooperative Advertising	MORTON J. SIMON
An Assessment of Special-interest Magazines	CY CHAIKIN

COVER

Joseph J. Hartigan, vice chairman and senior vice president, Campbell-Ewold Company. Oil painting by E. Raymond Kinstler.

MEDIA/SCOPE is published monthly by Standard Rate & Data Service, Inc., 1740 Ridge Ave., Evanston, Ill. Printed in U.S.A. Accepted as controlled circulation publication at Lafayette, Ind. Copyright 1959 by Standard Rate & Data Service, Inc. Subscription rates: U.S. and Possessions and Canada, \$3 a year, \$5 two years, \$7 three years. All other countries, \$6 a year. Change of mailing address must be received by the Circulation Department four weeks in advance of publication date.



AMERICAN AIRLINES COMES AND GOES

There's nothing unusual about getting an account. That's one of the joys of business. Losing it is one of the hazards—that happens, too. But when it does, we like this kind of sequel: American Airlines ("Music 'Til Dawn"), after an initial three-year cycle on WEEI, left to go to a higher power Boston station. Now they're back on WEEI!

Such contracts are the greatest tribute a sponsor can pay a station. They mean he's assessed both stations' performances ... and he's picked you.

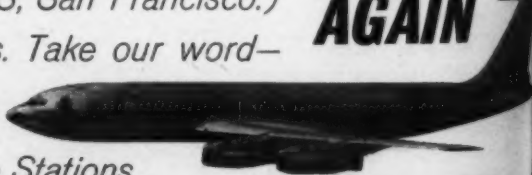
In this case, American Airlines confirmed what we've been saying for a long time: an advertiser is simply not in Boston unless he's on WEEI. Listeners believe in WEEI, follow it, swear by it. And WEEI's entire staff is determined—through inventive promotions and aggressive merchandising—to translate that audience loyalty into sales.

This kind of performance is typical of all seven CBS-Owned Radio Stations. Each one is the bedrock of any advertising program in its market. ("Music 'Til Dawn" is now in its seventh successive year on WCBS, New York, WBBM, Chicago, KNX, Los Angeles, and KCBS, San Francisco.)

They're great stations. Take our word—and American Airlines'.

The CBS-Owned Radio Stations

*WEEI, Boston; WBBM, Chicago; KNX, Los Angeles; WCBS, New York
WCAU, Philadelphia; KMOX, St. Louis; KCBS, San Francisco*



**...AND
COMES
BACK
AGAIN**

MEDIA/SCOPE

covering the media-buying function

Published monthly by
Standard Rate & Data Service, Inc.



PUBLISHER

Walter E. Botthof

EDITOR

Roger Barton

EDITORIAL STAFF

Harold E. Green, *Executive Editor*
Abraham A. Lewis, *Associate Editor*
George A. Swinshelm, *Associate Editor*
Lorna Tenney, *Editorial Associate*
Mary Ann McCabe, *Editorial Associate*
Lincoln W. Mott, *Art Director*
H. P. Alpaugh, *Marketing Consultant*
Mary J. Johnson, *Research Consultant*

ADVERTISING SALES STAFF

Albert W. Moss, *Adv. Director*

NEW YORK

Thomas W. Carr, *Adv. Sales Mgr.*
David T. Giarraputo, *Eastern Adv. Mgr.*
R. Chester Waddell, *District Mgr.*
James P. McCann, *District Mgr.*

EVANSTON

LeRoy Hess, *Western Adv. Mgr.*
Steven A. Daniels, Jr., *District Mgr.*

DALLAS

James H. Cash, *Southwestern Repr.*

LOS ANGELES

Don Harway & Co., *Pacific Coast Repr.*

BUSINESS STAFF

John F. Klatt, *Business Manager*
James T. Whitehead, *Adv. Prod. Director*
George J. Heitz, *Promotion Director*
A. G. Gibbs, *Circulation Director*

EXECUTIVE OFFICERS

Walter E. Botthof, *Chairman of Board*
C. Laury Botthof, *President*
Albert W. Moss, *Executive Vice-President*
E. L. Botthof, *Secretary*
Frank J. Ceithaml, *Vice-President*

EDITORIAL AND BUSINESS OFFICES

PUBLISHING & EXECUTIVE OFFICE

1740 Ridge Avenue
Evanston, Illinois
Hollycourt 5-2400

MAIN EDITORIAL & SALES OFFICE

420 Lexington Avenue
New York 17, New York
Murray Hill 9-6620

SOUTHWESTERN OFFICE

James H. Cash Co.
810 Exchange Bank Bldg.
Dallas 35, Texas
Fleetwood 1-4523

PACIFIC COAST OFFICE

Don Harway & Co.
1709 W. Eighth Street
Los Angeles 17, Calif.
Hubbard 3-5141

From the Publisher's Notebook



Find a Need and Fill It

I don't know how many times friends have said to me "Why didn't I think of getting out a publication like MEDIA/SCOPE? The need was so obvious." It was the same with Standard Rate and Data Service, which leads one to the conclusion that the need is never so obvious as it is once a thing is done.

Marvin Small wrote a book some years ago entitled "How to Attain Financial Security and Self-Confidence." In it he recorded the history of many successful business enterprises and every one of them, he said, based on six little words: "Find a need and fill it." Standard Rate and Data Service was listed with a brief chapter on the reason for its success. Today, Marvin Small might well have included MEDIA/SCOPE, for never was there a greater need to be filled than that supplied by this new publication "edited for people who buy or influence the purchase of advertising and nobody else."

But timing is also important. Why did not someone 100 years before Columbus think of discovering America? Why didn't someone discover the atom sooner? Perhaps MEDIA/SCOPE would have been ahead of its time ten years ago. It was three years before MEDIA/SCOPE made its modest bow that it was discussed within our organization. The original idea is one thing. The crystallization is another.

The first concept of it was in the form of a house magazine for SRDS. The metamorphosis which changed it into a professional advertising business publication came with the passing of time. Of course, anyone as close to the media-buying function as Standard Rate was in an advantageous position to witness its fast-changing pace and the needs of those whose responsibilities were growing by leaps and bounds.

MEDIA/SCOPE has found a need, and is filling it in a manner calculated to provide editorial direction and vitality designed to stimulate not only the creative talents of media-buyers, but also to sharpen the techniques and generally to contribute toward higher standards of practice.

The Saturday Evening Post... first again...
brings you the most revolutionary program
of market selection in publishing history!

SELECT-A-

You select the circulation or the region you want!

- No fixed zones
- We supply partners
- Low premiums

1 SELECT-A-MARKET NATIONAL

You can buy just two-thirds (4,000,000) or one-third (2,000,000) of the Post's total six million circulation for your advertising schedule in the Post. This circulation is evenly distributed in every city and town in the U.S. Now, for the first time, an advertiser with national distribution, but limited volume and outlets, can put the power and influence of the Post behind his sales plans — with frequency and impact everywhere!

2

SELECT-A-MARKET REGIONAL

You choose those contiguous states that form your marketing area for your advertising schedule. (No fixed boundaries! You draw the map. We supply the partners.)

4-MARKET

(Effective October 10, 1959)

3 MANY OTHER SELECT-A-MARKET OPPORTUNITIES

You can plan Select-A-Market split runs by:

- two, three or more different advertisements
- Post standard geographical areas
- your own custom-made geographical areas
- one ad in subscription copies, a different ad in newsstand copies
- one ad in Canadian circulation, a different ad in "balance of edition"



ONE GREAT NATIONAL EDITION

Every advertiser, national and regional, benefits from the fact that there will be no changes in the Post's editorial by area. There is one edition of the Post—the national edition that makes it the fastest-growing magazine in its field.

NOTE: Availability of SELECT-A-MARKET advertising in individual issues is subject to press capacity and book make-up requirements.

CALL YOUR POST SALESMAN FOR COMPLETE DETAILS!



A CURTIS MAGAZINE

Marketing begins with markets

And the four regional editions of SPORTS ILLUSTRATED are regularly scheduled sections covering specific market areas, available singly or in combination, without regard to availability of space in other sections of the magazine.

These are not "split-runs." You do not have to wait for other advertisers to schedule insertions in areas outside of the edition you choose. Yet they are bound into the regular national edition of SPORTS ILLUSTRATED and include all of its national editorial and advertising pages.

If your marketing program calls for the areas covered by one or more of these editions, why not include them in your plans right now?

THE REGIONAL EDITIONS OF SPORTS ILLUSTRATED

WEST COAST REGIONAL

Circulation Base 150,000

Full Page Black & White \$1,395

Full Page Four Color \$2,325

MIDWEST REGIONAL

Circulation Base 200,000

Full Page Black & White \$1,550

Full Page Four Color \$2,580

SOUTHERN REGIONAL

Circulation Base 110,000

Full Page Black & White \$1,025

EASTERN REGIONAL

Circulation Base 240,000

Full Page Black & White \$1,800

Full Page Four Color \$3,100



h

of
rly
ific
ard

her
ion
ion
rial

one
ans

ED

L

\$7,000
100

R
S

July, 199

ME

Me
me
Me
ti
of
ti
al
Me
no
in
it
ou

er
tha
and
of
auc
ti

Med
will

R
S

MEMO TO MEDIA

Last month's Memo to Media pointed out that Media/scope is edited for the function of media buying. In editing to this function, Media/scope gathers an audience of various titles. These people have one thing in common of major importance to you - they buy advertising, all kinds of it - as a good part or all of their business responsibility. How does Media/scope corral this buying interest as no one else does? By making all of the interests and problems of buying advertising, its interests and problems. By taking on no outside affairs.

A circulation letter I received late last year from one of the advertising publications that covers "all" phases of advertising, sales and marketing makes clear how publications of this diverse character edit to gather large audiences. The letter stated the following titles from recent issues:

1. The two keys to selecting tomorrow's top salesman.
2. Corporate growth planning: How advertising can help.
3. How to improve marketing efficiency and build profits.
4. Ingenuity and sales minded employees keep sales booming.
5. Small business fights to grow: Does Washington hold it back?
6. To maintain same ad schedule this is what you should budget.
7. How repeat industrial ads build sales.

A recent circulation letter from Media/scope stated coming issues of Media/scope will bring these articles:

1. How does TV compare with other media.
2. Campbell-Ewald's media thinking.
3. Rate protection policies for Newspapers.
4. Automotive marketing and media conclusions.
5. Problems in broadcast availabilities.
6. What is the best positioning for TV commercials.

(over)

7. Refresher course in radio advertising.
8. Use of multiple page advertisements in business publications.
9. Organizing an agency to serve the marketing concept.
10. How has the ANA helped media buying.
11. Media thinking at Monsanto.
12. Use of forms in broadcast buying.
13. Perception versus exposure as a medium measurement.

Ignore the difference in the number of articles; the difference in the type of editorial material is vital. Media/scope's editorial is designed to interest and be of use to buyers of advertising in their buying responsibilities. The other publication's editorial content is designed to interest, in a variety of ways, a variety of business titles whose responsibilities may or may not impinge on the purchase of your space or time. This editorial climate, typical of the large circulation advertising books, must of necessity be general.

In Media/scope's editorial climate, you can go to the heart of the problem - selling your advertising to people who buy advertising.

Sincerely,



A. W. Moss
Advertising Director

(This insert appears only in those copies going to our complimentary list.)

.
n

n

li-

s
g

r

g.

-



ASSIGNMENT

How and why was the market for automobiles in the United States in the 1920s? Market the role of the automobile in the 1920s.

Four factors in the development of the automobile market in the 1920s.

1. Mass production and the role of the automobile in the 1920s.

2. Mass production and the role of the automobile in the 1920s.

3. The role of the automobile in the 1920s.

4. The role of the automobile in the 1920s.

J. W. ...
marines ...
out that ...
keting ...
market ...

...
ferent ...
dustries ...
will have ...
participate ...
the rapid ...
growth ...
distributing ...
In addition ...
opportunities ...



Scope on Media

A LOOK AROUND AND A LOOK AHEAD

ASSIGNMENTS FOR 1960

How and why media buying gains more stature each day was dramatically demonstrated last month in Cleveland. Some of the best marketing and marketing research brains in the country, speaking at the annual meeting, American Marketing Association, provided the cues as they outlined the role of marketing in the 1960's.

Four significant facts emerged about the growing function of media buying.

1. Media planning and selection must necessarily be included in all marketing programs of today and tomorrow.

2. Media-buying's role is becoming more intensified and responsible—and more complex—as the trend to regional and local marketing continues.

3. The expected deluge of product innovations, plus the continued impact of foreign competition, will require more media research and more precise media-buying skills than exist now.

4. Events strongly influencing marketing are so many these days that market forecasting is hampered considerably, particularly long-range forecasting. This puts a premium on efforts that produce *plus sales* (more than anticipated). Efficient media-buying falls into such a plus-producing area.

J. W. Keener, president of B. F. Goodrich Co., summarized the developments in still another way. Pointing out that a revolution in technology, production, and marketing is taking place, he outlined the implications for marketing as follows:

... Drastic changes in the product mix.

... Varying impacts of competitive pressures on different industries, and on different companies within industries. Companies mainly in the slower growth fields will have to defend old product lines and seek ways to participate in more rapid growth fields. Companies in the rapid growth fields will have to predict accurately the growth rate for specific product lines, and provide proper distribution and production facilities at the right times. In addition, they will have to defend their own growth opportunities against new enterprises and companies from

the slower growth fields. To this will be added foreign competition.

... With product improvements and innovations playing a major part in the success probabilities of companies and industries, more research and development money will be spent to gain market advantages.

... Marketing will assume a greater responsibility for adequate profits.

To this thinking was added a significant media postscript by Robert J. Eggert, marketing research director, Ford Motor Company: We need to know more about how many *additional* sales are actually made as the result of the medium and the message *together* performing their assigned tasks. It's a million dollar question for Ford.

NEW METROPOLITAN "STATISTICAL" AREAS

The Bureau of the Budget has changed definitions for many of the Metropolitan areas and named a number of new areas.

Of first importance, "Standard Metropolitan Areas" is now "Standard Metropolitan Statistical Areas." Through conventional usage of Metropolitan area data the term has grown to imply or mean size or scope of a market. However, since market patterns vary by commodity and service, the Bureau never had in mind that Metropolitan statistics should be employed to describe the limits or boundaries of a market unit. Therefore, introduction of the new term may avoid criticism that a government agency is establishing a standard market unit for all commodities or services.

The Metro unit has been widely used in performing media buying functions. However, it is well recognized that the definitions are not intended to define the limits of coverage of a radio station, a television station or a newspaper. Each medium has its own coverage area and should be evaluated accordingly. However, it is doubtful that this action will dissuade agencies and advertisers from naming a specified number of top markets for media patterns. It is certain that the practice of ranking Metro areas for sales analysis and control as well as for buying of media will continue.

It is too early to indicate the relative importance of definition changes and new Metro designations. In total,

eight new standard Metropolitan statistical areas have been named, and definitions changed for 27 of the areas. It is more accurate to say that three new metropolitan statistical areas have been named (Ann Arbor, Lynchburg and Fitchburg-Leominster), and three areas (New York, Chicago and Wheeling-Steubenville) have been split to form five new Metropolitan statistical areas.

For the most part, the areas with changed boundaries were expanded to recognize growths in population and suburbs. As such the new definitions represent improvements over the original designations. However, the percentages of the U. S. Population, Households, Consumer Spendable Income or Retail Sales identified as Metropolitan areas will not be increased materially.

After official data are available from the 1960 Census of Population, one may anticipate further changes. A future report in MEDIA/SCOPE will cover various aspects of these changes.

WEEKLY NEWSPAPERS' OFFENSIVE

The newspaper medium seems peculiarly the victim of careless research and selection practices on the part of buyers.

Eugene Dalgin of Ridder-Johns exposes some of these lapses in an article elsewhere in this issue, and last month Weekly Newspaper Representatives, national agent for a long list of weekly papers, launched an attack on still another front.

It is WNR's contention that the coverage of outlying communities by metropolitan dailies is far lower than the percentage usually assigned these papers by buyers of media. In an effort to make a better showing with the big-city dailies, WNR's research staff has analyzed over 800 small-town markets (and will analyze more).

The usual techniques of media analysts, says WNR, is to compare the circulation in a town of the nearest metropolitan dailies (listed in ABC reports) with the Rand-McNally population estimates converted to number of households in that town. The result is the coverage percentage. Take, for example, a town such as Hartford, Wis., 32 miles from Milwaukee, 117 miles from Chicago. Hartford has 1,300 households (according to Rand-McNally). The *Milwaukee Journal's* ABC statement of March 31, 1958, shows 1,439 copies going into Hartford, or 111 per cent coverage. *Milwaukee Sentinel's* coverage is figured at 43 per cent, and *Chicago Tribune's* at 2 per cent. Putting aside duplication, total coverage for the three papers is 156 per cent, which far outweighs the coverage of the local weekly, the *Hartford Times Press*.

The catch, says WNR, is that Washington County, which includes Hartford, contains 10,300 households. But the 14 trading centers (including Hartford) listed for the county in Rand-McNally add up to only 4,493 households.

What happened to the other 5,807 households, or 56 per cent of the total?

Simple, says WNR. Rand-McNally population estimates cover only the trading centers (i.e., the corporate limits of the towns), not the trading areas. This is why some 1,300 families are credited with buying more than 2,000 newspapers each day, and why many other small towns appear to absorb two, three, or four times their weight in newspapers.

Logically, says WNR, circulation should be applied to trading areas, not merely trading centers. In the case of Hartford, the total trade area households add up to 2,904. The method: Hartford is credited with otherwise unaccounted-for county households in the same proportion the town's households bear to the total of all listed trading centers. That is, Hartford has 29 per cent of the households in listed trading centers. Apply 29 per cent to the orphan households in the county and the result is 1,684. Add that to Hartford's households, and the result should be a reasonably accurate estimate of Hartford's real market area.

Now, concludes, WNR, coverage percentages look like this: *Milwaukee Journal*, 48 per cent; *Milwaukee Sentinel*, 19 per cent; *Chicago Tribune*, 1 per cent; total, 68 per cent. Significantly, these figures are fairly close to the coverage credited to these papers in Washington County as a whole by ABC.

One criticism is of the method WNR uses to estimate total trading area households of each town. WNR admits that it is open to argument to infer that each town has satellite rural households in direct proportion to its corporate size. But the representatives argue that no direct data are available, and that the technique is reasonable.

IT IS UP TO THE BUYERS

The buyers must decide. This seems to be the one overall response to the proposal of a new bureau to audit both paid and free circulations of Business Publications. (See pages 60 and 103.) Then comes a variety of suggestions concerning who should do the job. Prevailing sentiment is for an existing non-profit auditing group, such as the Audit Bureau of Circulations or Business Publications Audit, to revise its structure to meet the problem. This is counter to the proposal, which seeks to avoid the confusion created by too many non-profit and private auditing groups.

BPA is now officially on record as agreeing in principle with the idea, but it points out that BPA audits both paid and free. It is also willing to explore the matter with any representative committee, basically composed of buyers of advertising, to see what can be done.

The Audit Bureau of Circulations' board of directors has reaffirmed that group's current policy.

PRINTACULAR*

newsletter on the dramatic use of print by advertisers

issued from
time to time by
McCall's...

July, 1959

New Dimensions. From cover to cover the readers of July McCall's find themselves going through something new, new, new, new in magazine reading. If advertisers have been waiting for the editors themselves to use the new Printacular treatment of the magazine page — this is it.

Another spread, another stopper. Start at the first page, and start turning. And see if you don't get the feeling that you're watching the display that's traditional this month — flash after flash that brings on "Ah!" after "Ah!"

Full-stop Editing. This is more than just a series of flashes-in-the-page. Page-flipping is in for a slow-down when the reader meets that super-photo of Mrs. Marlon Brando, or that Salvador Dali painting for the Margaret Cousins story. You just stop. You're into the opening paragraphs. And before you know it, you're deep into the magazine, where you meet the rest of the issue and its advertisers.

This is a new concept in magazine traffic. A new road-map for the reader, who finds herself slowing down, seeing and enjoying more. And, of course, a new opportunity for the advertiser.

Better, better living. McCall's famous sections on foods, beauty, fashions, home-building and decorating reach new heights of display, inspire new desires in the reader within these pages. Stop for a 6-page "Gracious Ritual Of Tea"; relax in an 8-page "Cool July" home-setting; sit back and enjoy the 6-page "All-American" Barbecue. These are just a few, but they'll give you the idea.

Haven't we forgotten something? The masthead says this page is about the advertiser. So far it's been riding a tangent with the editor. But, as we all know, it's the editor's imagination that builds the reader's appetite, that leads to the advertiser's pay-off.

Among the advertisers who are taking Printacular advantage of this exciting issue of McCall's are Stauffer Home Plan, with a 16-page booklet bound into its 2-page ad... and American Can Co., with a spread (and return-post-card inserted) on calcium in the diet, cans in our life, and premiums for the reader.

CORRECTION: In the June "Printacular Newsletter" we gave credit to the wrong agency for the three-page General Foods Kitchen advertisement. It was prepared by Young & Rubicam.

Ed Grey Knows

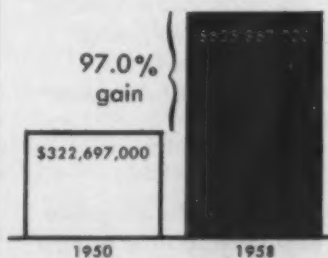
He's Seen the Long Beach Market



Senior Vice President in Charge
of Media
Ted Bates & Company, Inc., New York

Edward Grey is a recent visitor to the Long Beach market where he saw its great potential demonstrated in its tremendous population growth and development of industry.

This is the reason that retail sales in Long Beach-Lakewood* have almost doubled in the past eight years.



*Multiple city listing as defined by Sales Management Survey of Buying Power Sources: Sales Management Survey of Buying Power, May 1951 and 1959

**Independent
Press-Telegram**

Morning Evening Sunday

LONG BEACH, CALIFORNIA

Represented Nationally
by

RIDDER-JOHNS, INC.

Trade Talk



Dave Wasko

Bad Boys . . . Phillip Allen, president of Maclean-Hunter Publishing Company, thinks that agency media buyers ought to know more about business publications and that business paper salesmen should do a better job selling their books' functions. He told the Chicago Agency Media Group that publication salesmen, in failing to do an adequate selling job, were stymied partly by the second class treatment agencies give these representatives. Someone has suggested that the solution to this problem might be found if space buyers and salesmen were given personality tests, which would be used in arranging compatible combinations of contacts.

Incompatible . . . According to Robert Lindsey, research director of BBDO, research can be a most potent force in developing future newspaper advertising revenue. In advancing this opinion, Mr. Lindsey and an associate refer to the audience characteristics of newspaper readers. At about the same time that Mr. Lindsey was offering his opinion to a group in New York, Joel Irwin, advertising promotion manager of the Cincinnati *Enquirer*, was telling a Miami audience that since many agencies scorn data supplied to them by newspapers, the agency should do its own research. When you think of it, it is rather strange to insist on data which you won't accept.

Cut Competition . . . While some broadcasters are loading on television commercials, there are radio stations which are reducing their

commercial schedules. This, of course, should be good news to radio advertisers since, aside from fewer commercials to compete with theirs, such stations are more likely to hold their audiences. Some of the stations which have announced this step in the right direction are those known as the "good music" stations. It would now be interesting to find out whether the higher costs that might accompany the commercial reductions will be "good music" to the ears of the folks paying the bill even though the effectiveness of their advertising may be increased.

Relaxing on Ratings . . . Jack Cunningham, chairman of Cunningham & Walsh, has suggested that ratings might not be as important in the future if commercials were bought in blocks, rotating on various kinds of shows with various ratings. This presumably would eliminate, among other things, sponsors' concern about program content and their blind devotion to ratings. Under this system each advertiser would get a safe, average rating. This idea is comparable to the way that outdoor used to allot poster panels in a 24-sheet showing. While the outdoor plant operators made a sincere effort to even things out, most advertisers were pushing for more than the next fellow. Mr. Cunningham's idea is good but it is questionable whether advertisers would be happy to get "equality of treatment."

Dave Wasko is vice president of Grey, Morey, Madden & Ballard, Inc.

**Stuffed Pompano
in Vermouth, from
Craig Claiborne's Food Page,
The New York Times
Magazine**

6 mushrooms sliced thin and
cooked in a little butter
1 lobster tail, cooked
1 tablespoon minced parsley
½ cup soft bread crumbs
1 garlic clove, crushed
¼ teaspoon salt
Freshly ground black pepper
1 three or four-pound pompano
1 medium onion, sliced
Olive oil
½ cup dry vermouth.

1. Preheat oven to moderate
(375 degrees F).

2. Combine half of the
mushrooms with the lobster
meat broken in small pieces,
parsley, bread crumbs,
garlic, salt and pepper.

3. Stuff the pompano with
the mixture and sew up.

4. Sauté the onion in about
two tablespoons of oil and
place in the bottom of
a shallow casserole. Place stuffed
fish over the onion. Brush the fish
generously with olive oil.

5. Place the remainder of the mushrooms
around the fish and cover with dry vermouth

6. Cover dish lightly with waxed paper and
bake for twenty-five to thirty minutes,
removing paper after fifteen minutes. Baste
fish once or twice with the vermouth mixture.

Yield: About six servings.

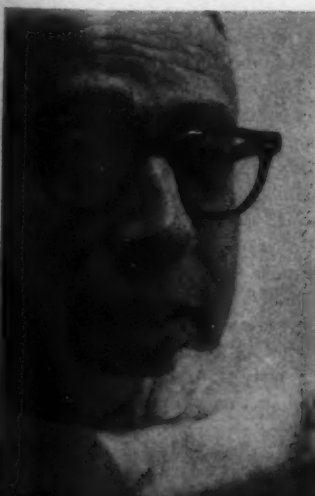
Note: Flounder, bluefish or sole may
be substituted for the pompano.



inside The New York Times Magazine



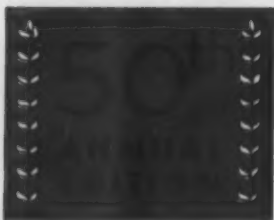
News about food makes this
a magazine women read avidly
every week. Retailer-consumer impact
makes this a magazine food
advertisers use most profitably the
year round. Distributed exclusively
every Sunday with The New York Times,
America's biggest Sunday newspaper
salesman, into 1,300,000 homes
and stores the country over.



"Seabrook Farms' campaign in
The New York Times Magazine
has helped get distribution in
some of the nation's major
chains. Neighborhood store
managers are enthusiastic about
the impact the ads have on their
own customers."... Leo
Greenland, president, Smith/
Greenland, advertising agency
for Seabrook Farms.

Your Golden Opportunity to Increase Sales!

THOMAS REGISTER



● The 50th Annual Edition will exceed any previously published, both in comprehensiveness, scope and value to its paid subscribers.

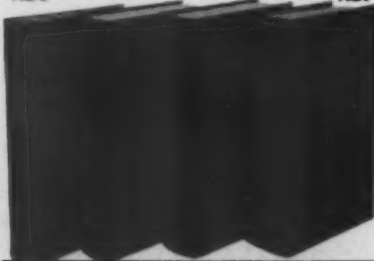
● It offers a sales potential unmatched in buyer-seller traffic, unequalled in sales producing inquiries...booming in direct buying action. 50,000 items of 12,500 manufacturers will be on display.

● Schedule YOUR products for front line attention now.

Thomas Publishing Company
461 Eighth Ave. • New York 1, N. Y.

ABC

ADP



Industry's No. 1 Marketplace of Buying Action!

Letters from Readers

WANTS U. S. LINK

I should like to place on record my appreciation of your journal *MEDIA/SCOPE*.

I most certainly enjoy the lively editorial, and in particular the lively attitude agency executives in the United States have towards the many problems concerned with marketing, particularly in the media field.

Bearing this liveliness in mind, I cannot at the present time relate this attitude to agencies in the U.S., when over the past months we have tried to link with an agency such as ours to our mutual benefit, my biggest moan is the dilatory way in which correspondence was handled, and the length of time it took for our U.S. counterparts to return various specimens of work produced by this organization.

I wonder if you have any answer here, since we are still most anxious to forge a business link which will then complete our chain of affiliation throughout the world.

Correspondence from interested readers of your magazine will be appreciated, and all mail will be answered!!

K. G. WHITE

Media and market research director, S. D. Toon & Heath Limited, Knowle Solihull, Warwickshire, England.

SATURATION SCHEDULE

The title question in your *Media/Forum* column in the May 1959 issue is certainly a provocative one—a question I have been asking a number of “authorities” for quite some time. Since I have never been able to receive a definitive answer to the question, I was not greatly surprised to see that the individuals queried in your column answered the question with a similar lack of definition.

As long as we have the term “saturation schedule,” there must somewhere be a little better definition of just what this constitutes. It hardly seems enough to say “reaching them (the audience) with the greatest possible frequency” because the possibility of frequency purchases will vary from nothing to a tremendous

number depending upon availabilities. Or to say the “number of spots necessary to achieve saturation in any given campaign is generally determined by the available budget” certainly gives no clear picture of what that number is.

Always assuming that the time purchased will be designed to reach the best market for the specific product involved, would it be possible to determine the constitution of a saturation schedule in terms of rating points? At least this yardstick gives a little better picture as to just what a saturation schedule is.

As you can see, I am not able to answer the question either, but then I am not trying to answer it—I am only being critical of the answers given.

If any of your subscribers have any specific ideas on the subject, I shall be glad to enter into correspondence with them on the matter.

DORIAN ST. GEORGE

Assistant to the vice president, advertising, Carling Brewing Company, Cleveland.

BUYERS' SUGGESTIONS

One area of media relationships which is poorly developed, and which when developed, holds promise of great mutual profit, is that of media improvement suggested by advertising agencies.

In the Washington weekly newspaper operation, much of our growth has been a direct result of helpful comment and specific constructive suggestions from a too small number of media directors and buyers. But this number is increasing.

Not only is the number increasing but so is the quality of the suggestion; much which was wishful rather than practical is diminishing and is being replaced by essentially more useful criticism.

Many media people (although I suspect the clients and account personnel are actually more responsible for this) have produced inquiries which appear to be meaningless, particularly from the standpoint of financial return. One factor everyone agrees should not be joined is

torial and advertising from the "pay-off" standpoint; from a practical aspect, it is impossible for a media representative or those he represents to get enthusiastic about supplying information for an agency or its clients whose principal previous relationship has been to flood the mail with phony news releases, puffs, and other versions of "free" advertising. When one knows a company invests heavily in the production of this garbage, imputing a high degree of integrity to their requests for market information (with the tacit understanding that this may return a profit to the respondent) is nearly impossible.

On the other hand, we have benefited tremendously from general and specific recommendations.

Suggestions such as these for improving media and media relationships have been put into effect. This action has, in turn, resulted in a better and more profitable medium and better and more profitable employment of it. That, in my book, is better advertising.

DAVID W. HARLOWE

Sales Representative, Washington Newspaper Publishers Association, Inc., Seattle.

MEDIA INVOICES

Thanks for your splendid editorial on "Standardization of Media Invoices."

It clarifies the whole situation, and should go far toward dispelling any notion that the associations involved have not been aware of the problem, or have been neglecting it.

KENNETH GODFREY

Vice president, American Association of Advertising Agencies.

STATION COUNT

There are some rather obvious errors in Harry J. Johnson's "First Quarter Rate Changes" article on pages 84-86 of the May issue.

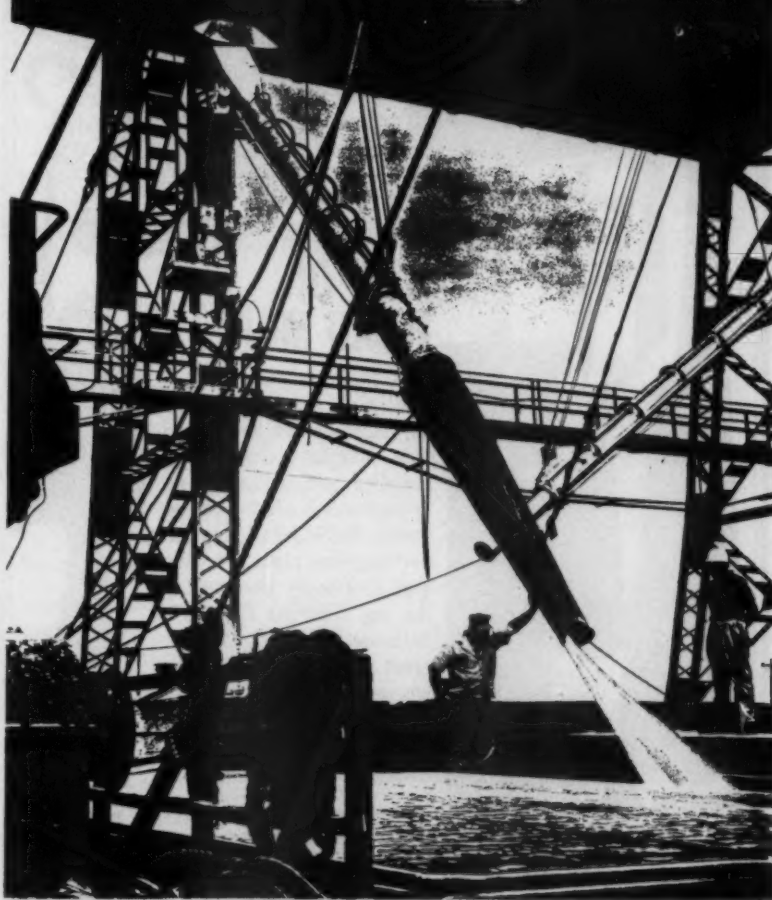
I refer specifically to the total station count for just one section of the country—New England. According to the information that I get from SRDS's May Spot Television Rates & Data publication, there are 15 operating VHF's and eight operating UHF's in New England as opposed to Mr. Johnson's figures of 15 V's and five U's. This error may seem mighty

SHIPPING...

"PROGRESS..."

Man's Distinctive Proof of Success

Port of Houston ranks 3rd in the nation in tonnage as a deep seaport and in May it tapped all previous records for grain loading!



And now, more progress in circulation for the Houston Chronicle, your smartest advertising buy in Houston.

Chronicle circulation is UP

8113 Daily |— 6092 Sunday

Raising Chronicle circulation to 200,175 daily and 221,860 Sunday.

Latest figures submitted to the Audit Bureau of Circulations for the six months period ending March 31, 1959 show this increase in Chronicle circulation daily and Sunday.

THE HOUSTON CHRONICLE

THE BRANHAM COMPANY - National Representatives



THEY DIG WCAU MORE...

More different families tune to WCAU daily and weekly than to any other station in Philadelphia.* Whether you sell garden supplies, gas, or batteries—Pennsylvania is a fertile summer market. And WCAU's 18 top local personalities plant your message so it really takes root. All the way from the Poconos to Delaware Bay, WCAU is a constant travelling companion. Where it goes—so will your product. Don't let your inventory go to seed. Rake in sales on our influence.

*LATEST CUMULATIVE PULSE ANALYSIS.

WCAU RADIO PHILADELPHIA
Represented by CBS Radio Spot Sales

small and a picayune thing, but projected it results in a substantial error in his conclusions. I have not checked the other sections of the country—since my primary interest is in the New England figures—but I know there must be considerable error there also. Mr. Johnson's total count of 423 operating VHF's and 68 operating UHF's is at variance with *Broadcasting Magazine's* latest count of commercial outlets in the United States (May 4, 1959 issue). They find 440 V's and 82 U's.

By the way, on my New England figures I have only counted operating stations with published national rate cards, not satellites.

Despite this, I think you have a fine journal in *MEDIA/SCOPE*.

FRANK J. DOHERTY, JR.
Promotion Manager, Springfield
Television Broadcasting Corporation,
Springfield, Mass.

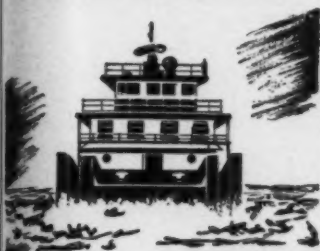
Frank Doherty is correct; but so are we. Here is the reason for the difference in the count of the number of UHF television stations in New England. We use the January 1959, "Spot Television Rates and Data"; he used the May issue. In the interim three UHF television stations were listed—WHCT, Hartford-New Britain, Conn., WRLP, Greenfield, Mass., and WWOR, Worcester, Mass.

There may be several reasons for the difference in the number of TV stations reported in the May 5 issue of Broadcasting Magazine and the count we used in the Rate Change Report. One reason is due to the difference in time periods. In addition, we are using only stations that are listed in SRDS "Television Rates and Data" and that quote minute (and hour) rates. The January SRDS "Television Rates and Data" had a total of 511 television stations. (Then include satellite stations.) The January 5 issue of Broadcasting Magazine reported 516 television stations as of December 31, 1958. As well as the criteria—being listed in SRDS and quoting specific rates—there still may be other differences. There are often several new stations that will operate test patterns prior really to going on the air. These, then, are operating stations; but are not yet commercial; therefore, they may not have established any rates. These will make a difference.

The tabulations that we use are based upon individual station "buys."

IT'S HERE!

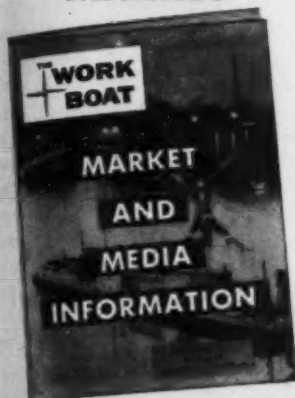
Send For Your Copy Today!



complete and up-to-date

FACTS AND FIGURES
ON

THE WORK BOAT MARKET



prepared by

The WORK BOAT

the only national publication
devoted exclusively to the
Work Boat Industry!

Work Boat — with the largest circulation in its field — again surpasses its own leadership record with an all-time high of 7,500. No other trade publication covers the vast Work Boat Market so completely! You reach the key men — who do the big buying — when you use the powerful selling force of THE WORK BOAT.

EPA Audited

For your free copy, write to

**H. L. PEACE
PUBLICATIONS**
624 Gravier Street, New Orleans 12, La.

Since those stations that are not listed in SRDS, for one reason or another, that have not quoted time rates, or do not sell advertising time, are of no direct value to the television time buyer, we have not counted them. Direct value as an advertising medium is a criterion we use when developing any of our media data.

The Quarterly Reports throughout any calendar year always use the number of media as of the January SRDS Books. Because of this, there will be differences between the figures we provide and the listings in the SRDS Books. We know that there are new listings throughout each year; but we feel that it is better to keep totals as of January and keep our bases consistent. Another problem in this respect, for our three print media classifications, deals with the circulation groupings. As later ABC, BPA, VAC and sworn circulation statements are made available, any publication may move into a different circulation group. It would be impracticable for us to try to keep adjusting our compilations as each of these "other" changes occur. For these reasons, consistency and the impracticability of constantly adjusting base figures, we use the count of the number of media in the January SRDS Books.—The Editor.

AWARDS ISSUE

Congratulations on the excellent quality of your "Annual Media Awards Issue" April issue.

This issue contains so much worthwhile material, that we would like to obtain 12 copies of this issue for distribution to our sales staff.

J. G. GRAHAM
Assistant Advertising Sales Manager,
MacLean's Magazine, Toronto.

USABLE FACTS

Would you please send us a copy of the booklet reprint of the Dr. Starch articles, "Analysis of 12 Million Inquiries," which ran recently in your magazine?

These articles are typical, in my opinion, of the good, meaty information MEDIA/SCOPE carries. A copywriter needs solid background material and usable facts. And that's what I get from your magazine. Thanks!

JOAN ROTHSCHILD
Advertising Promotion, Scholastic
Magazines.

M ARKETIZING at work for Lightning Mixers

The 1959 sales program of Mixing Equipment Company is a striking example of marketizing* proficiency. Planned are 179 pages of advertising in 33 different media; a direct mail campaign to supplement this effort; their catalog in CHEMICAL ENGINEERING CATALOG; cross-referencing of their catalog in all their ads and promotion; complete coordination of the sales force with their campaign.

Like a car with four wheels

...a sales program is at its best — in fact can only be truly effective — when it's complete. Your marketizing* plans for processing equipment, materials of construction or engineering services should always include sufficient funds to put your catalog in CEC. Constant reminders about the product data in your CEC catalog in all advertising and direct mail will add to its effectiveness.

In over 15,000 plants, CEC brings your catalog to the attention of important buying and specifying influences. Always available, it sells your products all year long — an integral part of any carefully-planned, successful marketizing* campaign.

***MARKETIZING**...a method of developing industrial sales and product acceptance through the coordination of sales strategy — advertising — direct mail — and effective catalog distribution.



CHEMICAL
ENGINEERING
CATALOG

for equipment,
engineering
services,
materials of
construction



REINHOLD PUBLISHING CORP.
430 Park Ave., New York 22, N. Y.
For complete information,
consult our "tell-all" pages in SRDS

Men of the Month in Media

Public Service Contribution Is Key to AFA's New Awards

The Advertising Federation of America, concerned as always with enhancing advertising's public image (e.g., its long-standing "Truth in Advertising" campaign) as well as advancing advertising's commercial interest (for example, its campaign against taxes on advertising), has taken a notable step in the establishment of the AFA Awards for Distinguished Service. The first of these were conferred at the association's recent meeting in Minneapolis.

The AFA awards are specifically to honor distinguished advertising men "whose professional achievements and dedicated leadership in public service have added greatly to the stature, acceptance, and effectiveness of advertising." As Robert E. MacNeal, president of Curtis Publishing Com-



AFA Award Winners Thomas D'Arcy Brophy and Samuel C. Gale

pany and chairman of the awards committee, pointed out, the award is to men whose "leadership in areas of public service and human welfare has been of major significance; and who have, therefore, by their outstanding contributions, added to the stature of their profession and to public esteem for its practice and its practitioners."

The initial choices were made in conformity to these objectives. The winners were Thomas D'Arcy Brophy, former chairman of the board of Kenyon & Eckhardt, and Samuel C. Gale, former vice president in charge of advertising, home service, public service, and marketing research of General Mills.

The public records of these men are indeed impressive. Mr. Brophy is chairman emeritus of the AAAA, a founder director of the Advertising Council, director of the United Defense Fund and a trustee of New York's Roosevelt Hospital. He has

been president of the American Heritage Foundation, where he was prominently identified with the Freedom Train, and the Register and Vote campaigns of 1950 and 1952. He has been one of the moving forces behind the Crusade for Freedom, which works to improve America's image overseas. Mr. Brophy received the Civic Service Award of the National Conference of Christians and Jews in 1950, the Good Citizenship Medal of the Sons of the American Revolution in 1948, and a Gold Medal for Americanism by the American Legion in 1947. He has also received numerous advertising awards.

Mr. Gale has been a director and chairman of the Advertising Council, a member and vice-chairman of the National Citizens Commission for the Public Schools. He has been extremely active in the field of fostering greater understanding of the U. S. abroad. He has worked in behalf of the United Nations and the Crusade for Freedom.

Mr. Gale is currently chairman of the Minnesota Governor's Committee to Study Future Needs of Higher Education, of the Minnesota chapter of Crusade for Freedom. He is also a trustee of the Twin City Educational Television Corporation.

ARF Acquires a New Technical Director

When the Advertising Research Foundation devoted an entire meeting to the subject of operations research last fall, it signalled an awareness on the part of the Foundation of the new disciplines and new ways of thinking that could be brought to bear on advertising and media research.

One of the principal speakers at that meeting was Dr. Charles K. Ramond, the brilliant young manager of duPont's advertising research section. His presentation (made with his chief, F. A. C. Wardenburg, duPont's director of advertising) made a strong impression on the advertising researchers who were his auditors.

The impact of Dr. Ramond's ideas is likely to be felt more and more, since ARF has now put the seal on its interest in new kinds of advertising

research by appointing Dr. Ramond as the Foundation's first full-time technical director.

He replaces the very able Dr. Russell B. Lucas, who felt that by doing justice to his many activities (among them, chairman of the Marketing Department of New York University, consultant to BBDO), he was perhaps spreading himself too thin.



ARF's Charles K. Ramond: New solutions for old problems?

Dr. Ramond comes to ARF with considerable reputation, a first-class background, and, at 28, with enough time to realize his promise. A graduate of Tulane (B.S.) and State University of Iowa (M.A., Ph.D.), he received his seasoning as an experimental psychologist as a research associate at George Washington University's Human Resources Research Office, continued in much the same work as an Army officer both here and in Japan.

Dr. Ramond joined duPont in 1956, where he planned and directed the company's ambitious program designed to measure the effectiveness of advertising (and to determine the optimum size of advertising appropriations). Dr. Ramond and his colleagues did considerable work on developing mathematical models for measuring the impact of the various media on product sales.

Dr. Ramond is equipped to deal with advertising and media research problems not only mathematically, but psychologically, through his strong interest in the contributions which can be made by motivational research. He has been a member of ARF's motivation research committee, where he has acquired a reputation as a quiet, flexible, but extremely effective committee worker.

The very versatile Dr. Ramond is a contributor not only to professional journals, but is also a published poet. He is a member of the American Marketing Association.



something's
brewing

AT AMERICAN HOME...



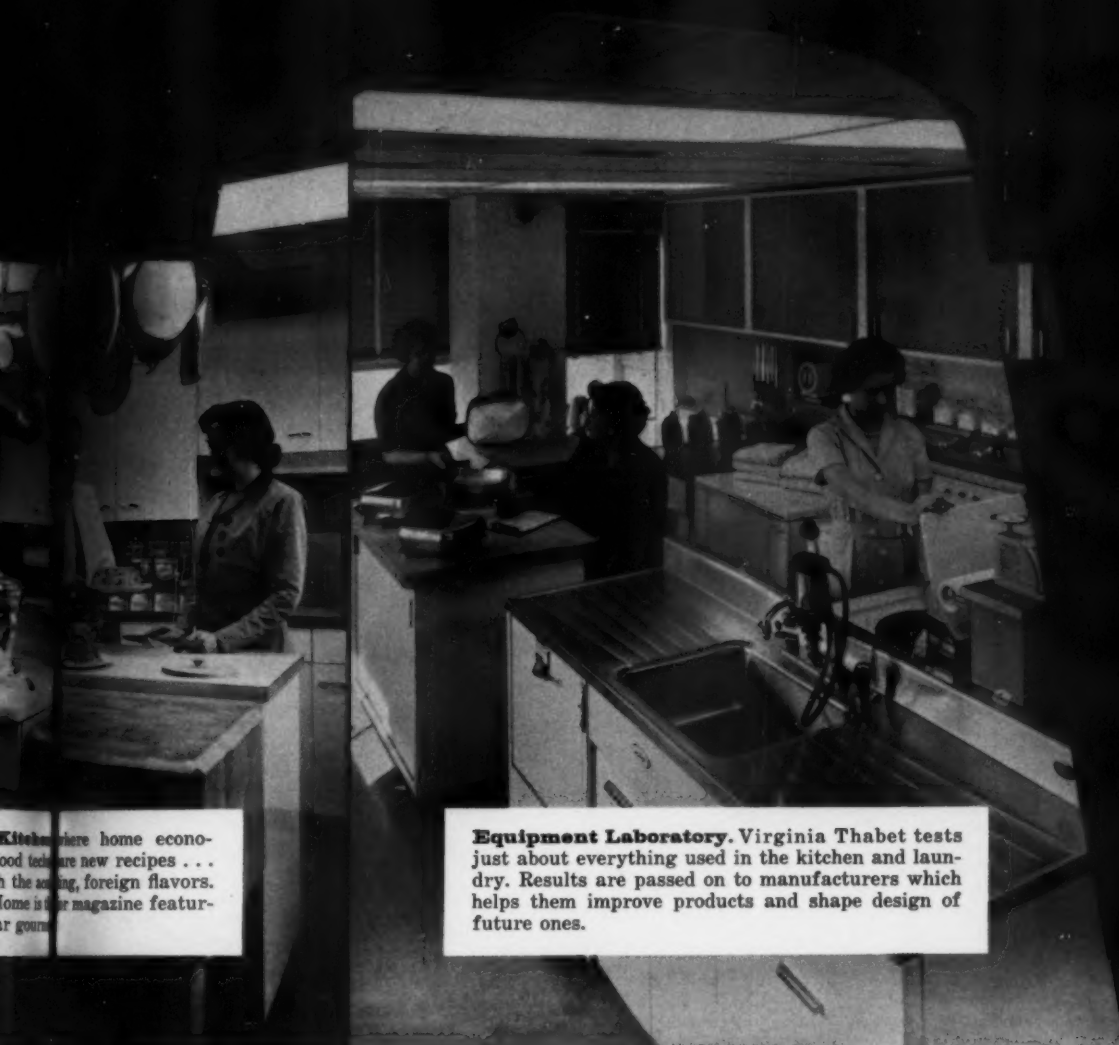
Family Food Kitchen. Here, hearty "3 meals a day" kind of cooking is tested and originated. So are American Home's famous "Take a . . ." Series, planned around convenience food products. Food Editor June Towne supervises.



Gourmet Kitchen where home economists and food technologists are new recipes usually with the seasonings, foreign and domestic. American Home is the magazine publishing a regular gourmet

...in fact, lots of
things are brewing in
American Home's kitchens
and test laboratories

New
Who
Vers
Virg
more
Thes
3,600
infor
put c
For
than
Fine



Kitchen where home econo-
food tech are new recipes . . .
n the cooking, foreign flavors.
home is our magazine featur-
or gourm

Equipment Laboratory. Virginia Thabet tests
just about everything used in the kitchen and laun-
dry. Results are passed on to manufacturers which
helps them improve products and shape design of
future ones.

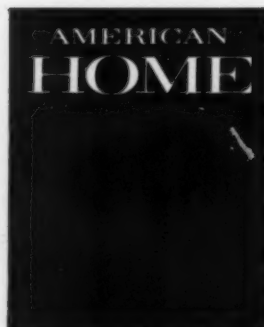
New recipes being tried. Appliances tested. Food products tasted.
Who's behind these busy goings-on in American Home's fabulous kitchens?
Versatile Food Editor June Towne, and topflight Home Equipment Editor
Virginia Thabet. Their jobs are to help readers make their own kitchens
more efficient . . . their own meals more exciting.

These gals are two good reasons why American Home is so indispensable to
3,600,000 families. Each month it turns out fresh, down-to-earth service
information its followers can use *now* . . . not dream stuff that must be
put off and possibly forgotten. And it gives readers *plenty* of ideas, too.
For American Home devotes a greater share of its pages to home service
than any other magazine (34% to Kitchen Environment; 26% to food alone).
Fine for readers. Wonderful for advertisers.

American Home brews up strong consumer demand for appliances, food, kitchen equipment and other home products among its 12,000,000 readers.

No other advertising medium devotes a greater share of its pages to Kitchen Environment.

100%
service
100%
sell



A CURTIS MAGAZINE

MANUFACTURER'S ROLE

The manufacturer of tomorrow will tend to be market or consumer oriented rather than product oriented. He will find out from consumers what they need and will buy, and will manufacture what they want. With the growth of self-selection and self-service, the manufacturer will assume, more and more, the ultimate responsibility for making the final consumer sale. He will pre-sell the consumer for the retailer. While growth, in the years past, came primarily from the development of a strong distribution franchise, growth, in the years ahead, will come from the development and maintenance of stronger consumer franchises, coupled with strong distribution. This will not be accomplished at the expense of the sales department—of retailers, wholesalers or distributors—but rather in support of them. And this will be done by advertising people who are responsible for the care and feeding of consumer franchises.

And the manufacturer of tomorrow is going to measure with a more critical eye, the effectiveness of his advertising expenditures. He will want more for his dollar. And why not? Today many companies' advertising expenditures equal or exceed their expenditures for labor or raw materials. In the last ten years, the average advertising budgets of members of the Association of National Advertisers have grown from \$400,000 to well over \$2 million per year.—BROWN BULTE, president, Sullivan, Stauffer, Colwell & Bayles, Inc., before Advertising & Sales Executive Club, Kansas City.

DEFINITION NEEDED

Another area of increasing importance now is that of audience measurement as distinct from ABC circulation data. As the demand for audience measurement grows, certainly, it seems advisable for you to agree on a common definition of "readership." And to have that definition accepted by the industry, by advertisers, and advertising agencies. If this measure of "readership" isn't acceptable—be it made by personal interview, tele-

phone, mail or radar—such studies will add only to our storage expense.—ROBERT LINDSEY, director, research department, Batten, Barton, Durstine & Osborn, Inc., before AANR, New York City.

BUSINESS PRESS

There was a time when most trade journals occupied position number 31 on my weekly reading list. No more. The content of the writing, the vitality of layout and typography; in short, the improvements in the product, not only impress me, they have made business papers "must" reading. Nowhere else can I depend on getting early news of trends and market changes. It's time well spent by everybody at *Life* with direct interest in moving goods.

From its very beginning, *Life* Magazine set out to build a strong franchise with the trade—all elements of the trade. And business papers have traditionally played a key role in our efforts to win and hold that franchise.—ANDREW HEISKELL, publisher, *Life*, before ABP, New York.

SPECTACULARS

One of the advertiser's basic problems in this age of marketing is getting attention amid the welter of messages poured out in all media at all hours of the day and night. Frustrations over this have led him to use spectaculars, first in TV, now in print. Magazines have done a fine job in attempting to meet this challenge, and by so doing, have provided much greater flexibility in space units.

Some of these are sound, others are in the nature of gimmicks. All have served one good purpose—to show that magazines are not in a rut—that they can do exciting and different things. I feel that some questions should be asked about these developments. First: what does the reader really think about them? Do they make the ads more interesting or less interesting? Do they make the ads easier to read or harder to read? And if they are effective, why not use them for editorial as well as advertising? There's also a disturbing trend here. The advertiser who sends up sky-

rockets may be able to launch only one or two a year—and without even a Roman candle in between. Isn't it time that you began reminding us of one of magazines' most important values—the ability, through regular and frequent use of their pages to establish and maintain a brand franchise? Some nationally advertised products which are having difficulty today would be better off if this fact had been remembered by their marketers. Sell us on this and on all the important real values of magazines—particularly on those things that you can do better than the other media. These are the points we need to keep in mind in weighing one medium against another or planning combinations of media for a particular campaign.—WILLIAM EWEN, director of advertising, promotion, Borden Foods Co., before MPA, The Greenbrier.

POWER OF THE RETAILER

It used to be thought that massive doses of consumer advertising were all that was necessary to influence the product sales pattern. Today, however, we must realize that a retailer in any given section of the country, through his own advertising and his manipulation of promotion and display, has a much more potent effect on sales than even the advertising budget of the biggest manufacturer.

As a matter of fact, we've heard many a retailer say it is the consumer who is ultimately responsible for the success or failure of any product on his shelves. We know better. The retailer can force the consumer to accept or reject almost any product he so desires.—RICHARD G. ZIMMERMAN, publisher, *Super Market Merchandising*, before American Marketing Association, New York.

THE EFFECT OF VIDEOTAPE

In terms of its effect upon future costs, the most important new factor in network operations is videotape. This development, into which networks have plowed millions . . . affords these four basic opportunities:

1. By retaining year-round time schedules in all markets, larger network audiences—from 15 per cent to 23 per cent larger—are now delivered during the six months of Daylight Saving Time. Tape use has eliminated the twice yearly local schedule changes in Standard Time markets.

(Continued on page 27)

The happiest sound is thoo



From 1948 to 1958 the U. S. population soared from 146.6 million to 174.1 million—an increase of 19%. An impressive growth? Just check these percentages and compare:

The number of two-car families went up to a new level of 396%.

The number of residential swimming pools rose an outstanding 4,896%.

The number of Americans who became overseas travelers increased 215%.*

These are the people who are creating the boom at the upper level—and making it sound clear across America.

The boom began just after World War II—and it's picking up decibels every day. Who's behind it? Some 8 to 10 million well-educated, upper-income Americans who make the decisions, establish the trends, set the styles of this nation locally and nation-

ally. With, of course, the consent (and the admiration) of their fellows.

Are they all TIME readers? Certainly. But many, many of them rely on TIME to keep them well informed in every area of interest. And those who don't read TIME are surrounded by TIME-reading friends, business associates, colleagues and families.

These millions make the great yearning of advertisers selling *anything*—from automobiles to steel, from packaged goods to private planes . . . to corporate personalities. They make this year—and every year—a *selling* year for you.

You can reach these special millions with maximum effectiveness only in their favorite magazine, TIME, The Weekly Newsmagazine.

*And the same kind of growth occurred in the business world. Executives and professionals increased their income more than twice as fast as the total labor force.

Make the most of it in TIME

thoom at the upper level





In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
 REPRESENTATIVES: Sawyer Ferguson Walker Company in Detroit • Atlanta • Los Angeles • San Francisco
 FLORIDA RESORTS: The Leonard Company • Miami Beach

(Conti
 The co
 and a
 advanc
 dered
 the pu
 are the
 2.
 affords
 efficien
 studio
 in sch
 and pe
 to give
 moving
 same E
 pre-ta
 ductio
 3. T
 networ
 new w
 get gr
 dollar
 have
 tainly
 the le
 Astair
 larger
 than o
 ing liv
 for re
 one o
 tofore
 Since
 cheap
 offers
 progr
 mobil
 possib
 4. V
 tiser
 in ma
 of cou
 cial, b
 cent. I
 and o
 with a
 install
 this fo
 next
 many
 these
 advert
 vice p
 Nation
 Nation
 Chicag
 NATION
 The
 is par
 this c
 pictur
 basis.

(Continued from page 23)

The cost of tape machines, manpower and added AT&T circuits for this advance in operations has been shouldered entirely by the networks—but the public, affiliates and advertisers are the beneficiaries.

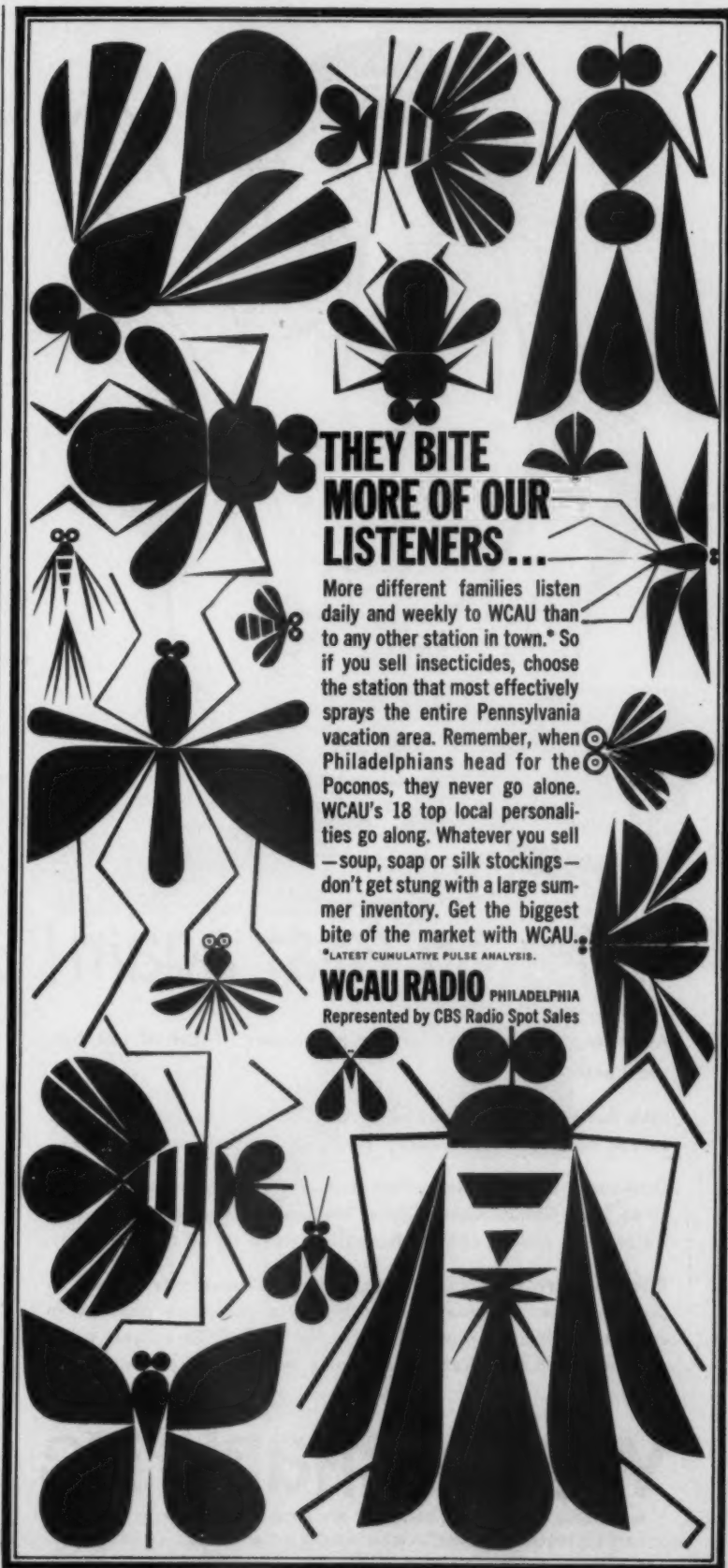
2. Pre-recording shows on tape affords greater network operating efficiencies. We can get tighter use of studio facilities and more flexibility in scheduling production facilities and personnel. At NBC we were able to give up one Broadway theatre by moving two daytime shows into the same Radio City studio. Further, such pre-tape uses can help us keep production charges under control . . .

3. Tape repeats of outstanding live network shows give the advertiser a new way to spread talent costs and get greater return for his program dollar. Now that union re-run fees have been established, we will certainly see more advertisers following the lead of Chrysler, whose "Fred Astaire Show" garnered a 40 per cent larger audience on its second play than on the initial broadcast. By offering live productions the opportunity for residual uses, tape can remove one of the advantages which heretofore has favored film production. Since film production is generally cheaper than live, wider use of tape offers real promise of holding future program costs in check. Furthermore, mobile videotape units will soon make possible outdoor shooting.

4. Videotape can save the advertiser a significant amount of money in making commercials. The savings, of course, depends upon the commercial, but it can be as much as 40 per cent. Development of improved editing and duplicating procedures coupled with steady growth in tape recorder installations, will further stimulate this facet of videotape use during the next few years. All networks and many agencies are working to make these tape advantages pay off for the advertiser.—HUGH M. BEVILLE, JR., vice president, planning and research, National Broadcasting Co., before National Association of Broadcasters, Chicago.

NATIONAL BASE

The concept of frequency and reach is paramount in every campaign and this concept, like our client's sales picture, is first viewed on a national basis. Only then is it compared mar-



**THEY BITE
MORE OF OUR
LISTENERS...**

More different families listen daily and weekly to WCAU than to any other station in town.* So if you sell insecticides, choose the station that most effectively sprays the entire Pennsylvania vacation area. Remember, when Philadelphians head for the Poconos, they never go alone. WCAU's 18 top local personalities go along. Whatever you sell—soup, soap or silk stockings—don't get stung with a large summer inventory. Get the biggest bite of the market with WCAU.

*LATEST CUMULATIVE PULSE ANALYSIS.

WCAU RADIO PHILADELPHIA
Represented by CBS Radio Spot Sales



We're on First again!

Actually, WBT doesn't get many singles. Most of our hits are home runs.

Like during the March 1959 area Pulse. We scored 214 firsts to our opponents' 2. There were 60 opponents, too!

Obviously, this is a pretty fast league. Our line-up of sluggers (Pat Lee, Grady Cole, Clyde McLean, Alan Newcomb and 22 others) always comes through to keep us on top.

Pitch in with the WBT team. Let our "murderer's row" of personalities, programming and power put your product in contention for the pennant in the nation's 24th largest radio market. Call CBS Radio Spot Sales for our box score.

WBT Charlotte

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

ket by market. The national sales figure always forms the base of practically all campaigns we build. All business may be local, but the client first looks at his total business. And we look first at a national buy.

The broadcasting industry has wisely tied in with this concept. Television has good services at its hand in Nielsen, ARB, Trendex, and others. All allow the advertiser to see how many people on a total U. S. basis he reaches with his advertising message.

More and more are we able to break down these audiences into how many women 18 to 35, and how many people in C and D counties and how many people reached in the Pacific Northwest area or the Southeast, or how many children are tuned in to a specific show. With these factors we look at this national pattern and compare it with the brand's sales volume. From here we try to pinpoint markets where sales are sliding or where potential is so good that extra weight is deemed feasible. Here, then, is where we study local ratings against the national average. But the one fact that needs repeating is this: the first thing we study through research is the national reach and the national frequency of our advertising message; individual markets always follow later. If you want to be a big share of our plan you must be part of the national buy.

Radio affords us a similar approach. And so do magazines, which have now banded together to illustrate how a full list of magazines can deliver the audience desired and with good frequency and on a truly national basis.

And since we have the figures at hand concerning audience breakdown through television and radio and magazines, we usually remain with these media when we buy the market by market weight.—HERBERT MANE-LOVEG, assistant media director, Batten, Barton, Durstine & Osborn, Inc., before AANR, New York.

SPECIFIC AUDIENCE

Not every medium selects a specific audience. Like the theory of equality in George Orwell's "Animal Farm," some audiences are necessarily more specific than others. But all magazines and all television programs attract people of a certain mental set, or emotional make-up, or income bracket, or educational stratum. It is these quali-

WHY "ONE OF AMERICA'S GREAT MERCHANDISING PUBLICATIONS?"

In 1958, as in former years, BUILDING SUPPLY NEWS was fourth among all trade publications, nationally, in number of pages of advertising carried:

Publication	1958 Advertising Pages
Florists Review (52 issues).....	4118
Hardware Age (26 issues).....	2972
Industrial Distribution (12 issues).....	2266
Building Supply News (12 issues).....	2081

(BSN leads all major monthly magazines—20,000 or more circulation in pages of advertising) Source: "Industrial Marketing".

One of America's Great Markets

Serving the \$40 Billion Light Construction Market, BUILDING SUPPLY NEWS is the merchandising guide for dealers whose annual sales volume totals \$8 billion—a \$400,000 plus "per dealer" average!

A Proven, Fast Expanding Market

Dealer sales volume has jumped 40% in the past 5 years, as contrasted to a 13% increase among hardware dealers. 66.6% of BSN dealer readers have been in business over 20 years, 30% over 50 years. They are taking on new lines by the score, whether they serve rural or industrial trading areas. Take hand tools, for example: 93 dealers added a line in Iowa in 1958; in Ohio 109. For power tools: Iowa, 70; Ohio 63. Lawn and garden tools: Iowa 41, Ohio 33. Outdoor furniture, etc.: Iowa 52, Ohio 34.

An Ideally Diversified Market

BSN dealer readers reach into all potential buyer markets in the industry for sales. They supply the needs of more than 100,000 home builders and general contractors; they are the preferred "one-stop" supply source for millions of "do-it-yourselfers", hobbyists and farmers; they build homes, develop land, finance building projects, instruct builders, manufacture pre-cut panels, stage home shows, etc., etc.

BSN reaches 90% of entire Market

Providing the largest coverage of dealer establishments you can reach in any manner, BSN reaches 82% of all known dealers (their sales volume makes up 90% of the national total). Five advertiser or agency studies prove that BSN reaches more establishments, more buyers and is the publication dealers prefer. Write for your copies of these studies, or full market information on hundreds of individual products.

See Standard Rate & Data, Classifications 19-39-62-77-81-108.



BUILDING SUPPLY NEWS • 5 South Wabash Ave., Chicago 3, Illinois

A WHBF PLUS SIGN NO. 2



Maurice Corken, assistant general manager of WHBF and WHBF-TV says:

WHBF adheres to its published rates . . . assures advertisers of equal, fair treatment

Without assuming a holier-than-thou attitude WHBF desires simply to state this fact about its business policy. Fair rates are maintained for excellent coverage of the market. WHBF clients can be sure that they receive all WHBF broadcasting services at the card rate—with equal treatment to everyone.

We believe that this policy fosters sound, productive business relationships. This factor together with the usual standard criteria for measuring a station's strength is why WHBF is selected repeatedly by agencies and advertisers to promote the sales of their products to the Quad-City market. Mutual respect and integrity contribute an extra measure of satisfaction to these frequent transactions with many, many clients.

Ask Avery-Knodel, or write to Maurice Corken, WHBF, Telco Bldg., Rock Island, Ill., for recommendations and availabilities . . . radio or television.



tative characteristics, I believe, that an advertiser should be interested in every bit as much as he seems currently to be interested in quantitative statistics. For what does it matter how much of a particular item I have if it is not the item I need or can do anything with?—WALTER WEIR, executive vice president, Donahue & Coe, Inc., before MPA, The Greenbrier.

AUDIENCE QUALITY

Another thing about the race for numbers that distresses me is that in running it, we have thrown overboard some of our most valuable sales tools, and I refer here particularly to the qualitative as well as quantitative measurements of a magazine's audience that is available through the ABC statement. Just the other day I asked some of our own advertising salesmen if they carried an ABC statement in their sales kits, and I find that most of them did not, because, as one of the men put it, "Nobody ever asks to see an ABC statement anymore." This is a conditioning of the advertising buyer of which we are guilty and which in the long run can do us nothing but harm.

Most big magazine publishers nowadays don't talk very much about their ABC circulation, but we all go in for projections, based on multiple readers per copy, pass-along and other statistical devices to get our total audience figures way up there. Don't get me wrong. *I am convinced that most of the research that develops the total size of magazine audiences is every bit as valid as the research that projects a tiny sample of television viewers to a multi-million audience.* I believe that research techniques have gone far enough so that they are useful and valuable tools in trying to determine total audiences, and I make this statement despite the curious fact that almost all media research proves that the fellow sponsoring that research has got the most or the best.

The real danger here lies in the fact that about all we do with most audience research is develop total numbers. We tend to forget that the essential character and quality of audiences, the vital pluses of reader interest and confidence, are the basis of magazine strength. Numbers alone give us no clues here.—ARTHUR STEIN, publisher, *Coronet*, before DMAA Circulation Workshop, New York.

RESEARCH AND JUDGMENT

There cannot be and never will be a substitute for executive judgment. There is no panacea. Currently, market research is being looked on in too many quarters as the ultimate answer to our marketing problems. We probe and dig, bisect, trisect, cross-multiply, index, Trendex, categorize and probability sample the poor public until everyone is weary of well doing. And this is all good, up to a point, but not beyond. The principal role of market research is to help management narrow its margin of error. As long as market research functions in this capacity, it is of tremendous assistance to any executive. When it gets beyond that point and lays down all the ground rules to follow, this is above and beyond the call of duty and ultimately will lead to the downfall of good seat-of-the-pants judgment as vital to successful marketing.—RICHARD K. VAN NOSTRAND, assistant vice president, product group supervisor, Bristol-Myers Products Division, before Market Workshop Group, New York Chapter, AMA.

DEFINITION ESSENTIAL

The choice of the media which deliver today's—and tomorrow's—advertising is ever more vital. We've seen that a certain amount of emotionality suffuses the media selection process—and it needs to be eradicated—gently but surely. We can make sounder decisions by doing three important things:

1. Define marketing strategy clearly, based on complete market information in the hands of all the decision-makers.
2. Define media's tasks just as specifically and weigh media against objective yardsticks.
3. Define the roles of the many people who participate in media selection so as to eliminate biases and emotional factors and to maximize the use of their particular abilities and experience and perspectives.

In a word, better definition will lead to better media selection.—LEE ADLER, Marketing Planning Corp., before AMA National Convention, Cleveland.

TV GUIDE

Two-color advertising is now available in program sections of 13 of *TV Guide's* 51 regional editions.



Mary Jane Hill, Peach Council Queen, as featured in FARM JOURNAL

SCHOOL FOR QUEENS

Would you have guessed that this regal queen ... is a rural teen? She is, and with seven other Agricultural Queens, a graduate of FARM JOURNAL's "School For Queens."

The "School"—and the April article about it—is a typical FARM JOURNAL operation. No models ... no make-believe. Just a group of rural youngsters going through a grooming and self-improvement course, so a much larger group can profit from their experience. FARM JOURNAL, with wholehearted parent approval, has been doing this sort of thing for a long time.

Every teen dreams of being a queen—with, or without tiara. By helping generations of farm girls look—and feel—like queens, FARM JOURNAL has earned a queen-size franchise in a vast youth market.

Businessmen, the country over, love the profitable farm queen market. The American

Stores (the nation's 4th largest food chain) purchased 100,000 "How To Be A Queen" bookettes for their own in-store promotion—then bought a full page in FARM JOURNAL to advertise the fact. This, by a so-called "urban" chain!

QUEENS ON THE MARKETING SCENE

👑 In the state of Pennsylvania alone, more than 3000 farm queen-agers competed for the chance to wear a tiara. And these were but a fraction of the contests held in a single state, in a single year.

👑 The rural-teen market is an organized market. 4-H Clubs have an enrollment of 2,201,481. Of this total, 1,210,814 are 4H-"Hers." And FARM JOURNAL is the farm magazine most 4-H Leaders depend on.

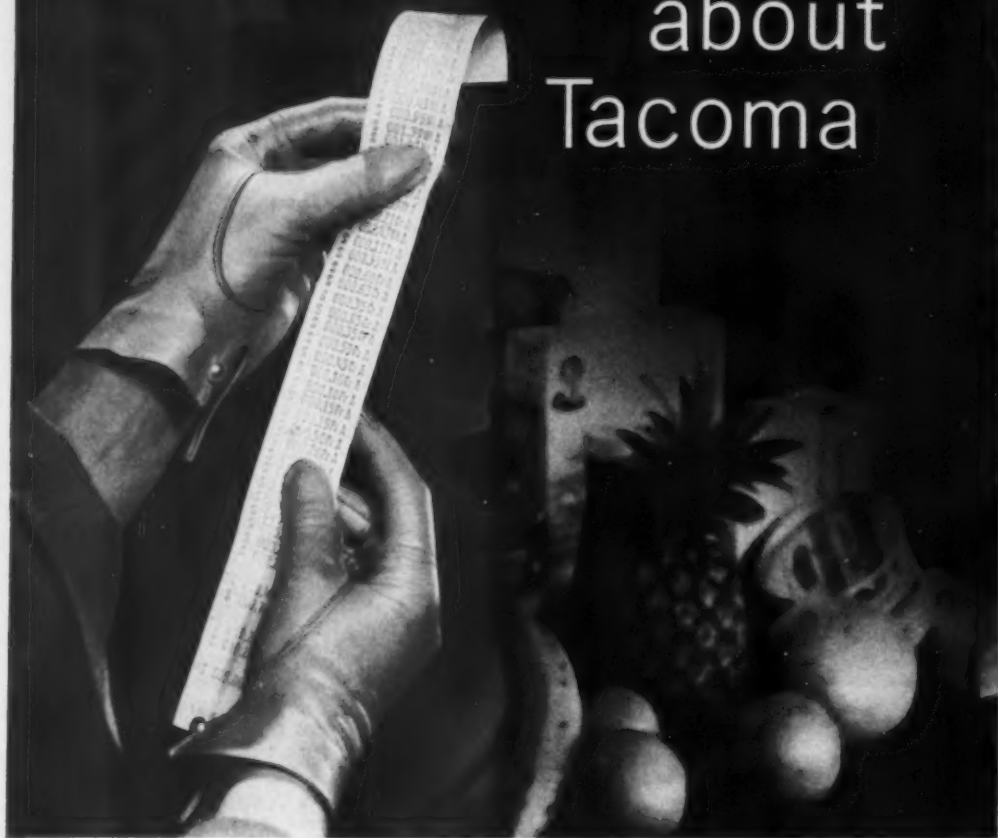
Most of the best farm families depend on



the same is true among advertisers

Graham Patterson, Publisher
Richard J. Babcock, President

think twice about Tacoma



**Washington's Second Market in total food sales—
that's metropolitan Tacoma, where 68,678 families
won't see your ad if it's not in the NEWS TRIBUNE!**

(Because these families read the News Tribune and no other daily paper)



QUICK FACTS: Total food sales in the Tacoma market, \$93,062,000. Population, 324,200. The Tacoma News Tribune has 81% coverage in this important market and the best any Seattle newspaper can deliver here is 12% coverage.

Circulation of the News Tribune is now nearly 85,000.

Ask the men at **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

QUESTION:

How do you determine the editorial vitality of a publication?



ELSA S. DENHAM, media director, Denham & Company, Detroit.—Editorial vitality manifests itself in many ways—content, copy, illustrations and makeup, documentation and accuracy, fairness of discussion, and absence of advertising tie-in. Essentially, we judge a publication's editorial merit on the basis of how effectively it continuously serves the needs of its particular readers. For example, the editorial impact of "new product" publications must be measured by a different combination of elements than metalworking or design publications. Some yardsticks for measuring just one element—content—are: How well do the editors know their field? Are they getting out in the field and talking to their readers? Are they thinking and planning ahead?

The media director has no easy task in this regard. There is no substitute for constant reading of all kinds of publications serving many fields. To me, this means reading an average of 200 publications a month.



PEARSE MITCHELL, media director, The Michael Newmark Agency, New York.—In making a choice of media, I personally determine the editorial

validity of the media in question. I look for timely articles on current problems that are stimulating, thought provoking, or controversial. Other elements I look for are research and development articles within the medium's purview; supporting photographs, rather than drawings; a short biography of authors, to weigh their

authority; and a proper balance between editorial and advertising matter. I object to form without content, wishy-washy articles, pandering to and talking down to the reader.



M. ROBERT WOLFSON, advertising manager, Maremont Automotive Products, Inc., Chicago.—The most important single element in our

termination of a trade publication's vitality is its editorial climate. Does the magazine reflect the interests of the industry? Does it print news of interest to the specific trade public we are attempting to reach with our advertising? Major editorial points which should be covered are articles that spell out installation and merchandising helps, and, secondly, general industry news. Circulation is important—not necessarily the total circulation figures, but more explicitly, who the readers of the magazine are.



W. WINTHROP CLEMENT, advertising and public relations manager, American International Underwriters Corp.—The basic premise of a

printed medium is that it has something to communicate. The first subordinate premise is that it has somebody to communicate to. Collaterally, its message should be understandable to readers who are not necessarily members of an audience selected by the medium. News and editorial discussion may have equal importance in the field of matter for reading, and photographs can give impact or interpretation to either. ■

USEFUL FACTS ABOUT

PLAYBOY

the magazine with proven impact in the top-quality young male market

EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

CIRCULATION—\$90,357 ABC 12/31/58

Editorial vitality is reflected by the largest newsstand sale of any 50c-or-over magazine, 6 mos. aver. 757,988. In addition, Playboy has 132,369 regular subscribers. Total monthly circ. 890,357 ABC. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

CIRCULATION QUALITY

Playboy is now one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

AGE

29.6 is the median age of Playboy's male readers. 67.5% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

INCOME

\$7,036 is the median income of the Playboy household. Highest figure reported by Starch for any men's book.

MARITAL STATUS

34.0% of the heads of Playboy households have been married within the past five years, by far the highest percentage of newlyweds reported for any magazine.

URBANITY

73.2% of all Playboy households are located in the 168 major metropolitan areas. This figure exceeded only by The New Yorker and newspaper supplements.

APPAREL

29.9% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

PHOTOGRAPHY

65.2% of all Playboy male readers took still pictures in the past 12 months. 48.1% used flash bulbs. 26.5% have an exposure meter. Each of these figures is higher than that reported for any other men's magazine in Starch Report.

TRAVEL

24.0% of Playboy households spent over \$200 on business travel during past 12 months. 27.1% spent over \$200 on vacation travel.

AUTOMOBILES

56.6% of all Playboy households bought an automobile during the past 12 months. 6.1% of Playboy households own three or more automobiles. These figures are highest reported by Starch for any magazine.

TOBACCO

77.8% of all Playboy male readers smoke cigarettes. There are 91 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

LIQUOR

55.3% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. Playboy also 1st on Beer—79.5% and whiskey—74.6%.

INSURANCE

24.4% of Playboy households purchased life insurance during the past 12 months. In this characteristic of responsible stability, Starch ranks Playboy 2nd only to Parents.

HOUSEWARES

A larger percentage of Playboy families bought new automatic washing machines, electric coffee makers, fans, steam irons, toasters, television sets and radios during the past 12 months than those receiving any other magazine. More proof that the Playboy reader is at his peak period of purchasing.

RESPONSIVENESS

Catalina sportswear reports that the inquiries received from their first full-color spread in Playboy were "... the largest single amount of inquiries produced by any magazine we have ever used. Our hat's off to Playboy. We expected inquiries but none in that great amount!"

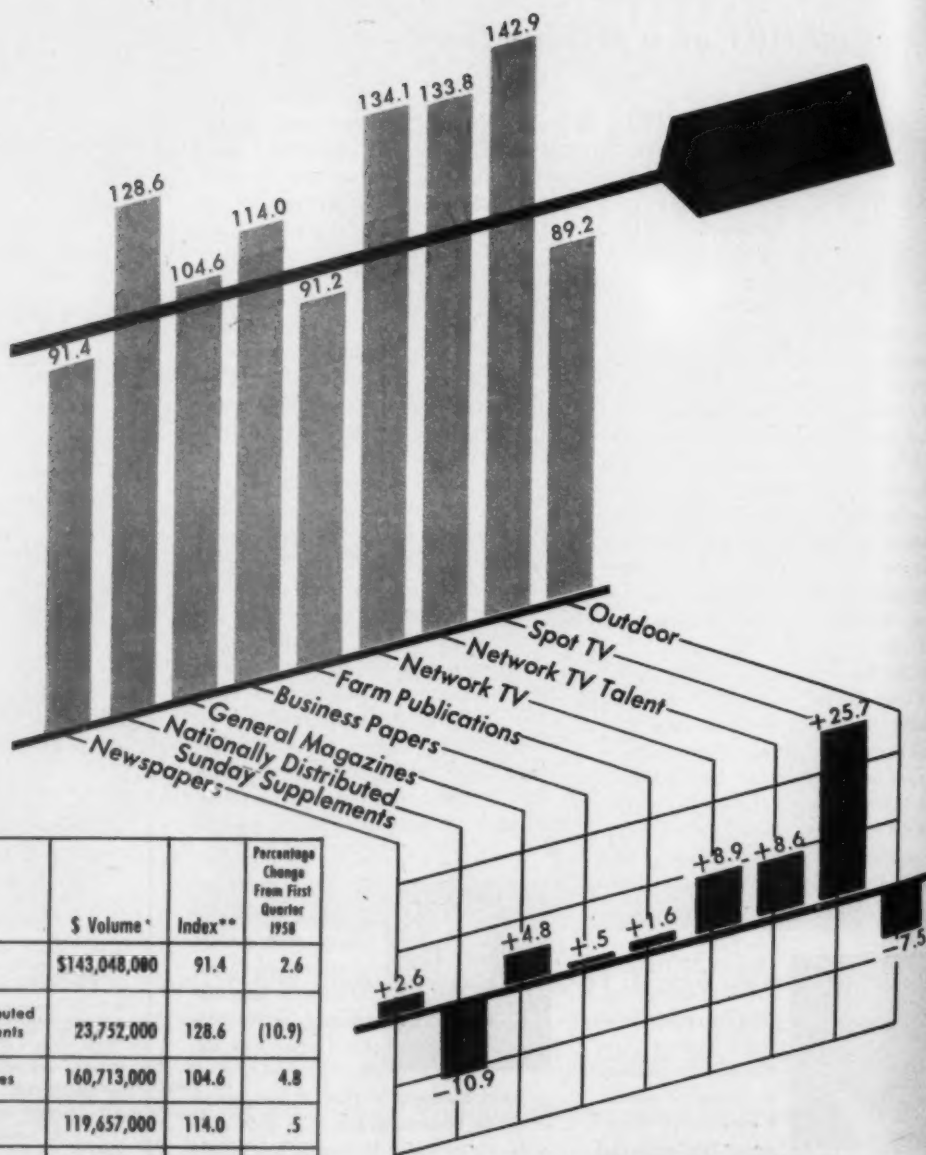
The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/8 page ads in Playboy have produced 10,390 inquiries—35% more returns than their second ranking magazine produced in nine months.

The Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

PLAYBOY

232 E. Ohio/Chicago/ME 2-1000
720 Fifth Avenue/New York/CI 5-2620

NATIONAL ADVERTISING EXPENDITURES FIRST QUARTER 1959



**PERCENT CHANGE
FROM FIRST QUARTER 1958**

* Data on radio, direct mail, point-of-purchase, transportation, and other media not available quarterly on an adequate basis.

**1956 Base Year

How Media/scope's Record of National Advertising Expenditures Is Prepared

MEDIA/SCOPE's Record of National Advertising Expenditures is a new service to our readers which is designed to measure accurately the volume of advertising money invested in each of the measurable media—quarter by quarter and cumulatively throughout the year.

MEDIA/SCOPE believes that these data will be of real utility to its readers. For example, the Record provides an accurate benchmark by which both companies and agencies may measure their own expenditures in each medium against a national total. For media planners faced with inter-media decisions, the Record offers a clue to the relative position of each medium in the plans of advertisers.

The Record, which is prepared for MEDIA/SCOPE by the accounting firm of J. K. Lasser & Company, has several unusual and exclusive features.

- **Total dollar expenditure for each medium is given each quarter.** For some media, this information is available from no other source. Quarterly dollar expenditures for all measurable media are published in convenient, comparable form only in this Record.

- **The base year is 1956**, which was a year of relatively normal economic activity. An index based on years prior to this would give an unrealistic view of today's advertising picture, particularly for the faster-growing media.

- **The Record includes a separate estimate of expenditures for network television talent and production during each quarter.** This has been included because of the unique importance of talent costs in television budgets—roughly some 70 per cent of total time expenditure.

- **Production expenditures for**

other media have been deliberately excluded from this Record. Investigation has shown that accurate national information on expenditures of this type is impossible to obtain. At best, only approximate ranges of cost are obtainable.

As a matter of fact, studies recently conducted indicate that the outlay for mechanical production in all media measured has maintained a fairly constant ratio to space or time expenditure since 1950.

- **The quarterly index is not adjusted for seasonal variations.** Seasonally adjusted figures are designed so that manufacturers can plan production for a constant flow throughout the year, or businesses can stock merchandise against heavy consumption. In short, plant and inventories are designed to account for normal ups and downs of orders according to the season. A seasonally adjusted index is sensitive, therefore, only to abnormal fluctuations which might cause a production jam or a product glut. The main objective of this Record is to provide an accurate estimate of *total* production in advertising, so to give advertisers and media anything but raw figures might actually render them a disservice. Newer statistical thinking is critical of the classic adjustments (e.g., seasonality) which separate and compensate for isolated factors.

Newspaper volume is derived from a carefully selected sample of cities obtained from Media Records, Inc. The figures are extended to give the total national advertising for the entire newspaper industry.

Nationally distributed Sunday supplements and general magazines are measured by Publishers' Information Bureau.

Business paper volume is derived from a sample of business publications selected by J. K. Lasser & Company and extended to determine total advertising volume for the field.

Farm paper figures are compiled by Farm Publication Reports, Inc.

Network television volume represents the actual figures reported by the Television Bureau of Advertising from tabulations made by Leading National Advertisers and Broadcast Advertisers Reports.

Spot television figures are built up from a sample compiled by TvB.

Outdoor advertising volume is from Outdoor Advertising, Inc.

Network television talent and production volume is compiled from a variety of industry sources and represents figures from all shows aired during the period.

At year's end the Record will be corrected and enriched by figures from certain other media the accuracy of whose reporting is adequate on an annual basis but not quarterly. The result of these calculations will be total national advertising volume for the year for the measured media.

Radio data, both network and spot, are excluded from this Record, because volume estimates reflecting a sufficiently high standard of accuracy are impossible to obtain. Network figures were last reported by the Publishers' Information Bureau in 1955.

As for spot radio, the Station Representatives Association undertook several years ago to compile a quarterly volume estimate based on reports from stations represented by SRA members. However, SRA has not issued the first quarter 1959 report, and it is uncertain whether the association will resume this service.

There's buying action aplenty...in

THE MAGNIFICENT MARKET OF

Suburbia Today

THE MAGAZINE OF PLEASANT PLACES

At the barbecue...during the cocktail hour...
at modern shopping centers and supermarkets
— folks are always getting together in
The Magnificent Market of SUBURBIA TODAY. When shopping
decisions are made, you can bet the brands most frequently selected
are the ones best known for quality. Here's why:

The 450 suburban communities covered in depth by
SUBURBIA TODAY are selected for their concentration of high-income,
home-owning, multi-car families who enjoy suburban living
to the fullest. They live in the suburbs.
They shop in the suburbs. They entertain at home.

Your brand can become the label of quality
whenever they buy, wherever they buy, when your advertising is in
SUBURBIA TODAY. It is the fine colorgravure magazine of
182 local suburban newspapers read by 1,226,182 families. It offers
an unprecedented opportunity to concentrate on
today's best market for quality products.
*Get the full story of this hand-picked market
from your SUBURBIA TODAY representative. Call him soon.*

SUBURBIA TODAY accepts liquor advertising
in 158 of its 182 markets.



Suburbia Today

The Magazine of Pleasant Places

Leonard S. Davidson, Publisher

Patrick E. O'Rourke, Advertising Director • John M. Badger, Western Advertising Manager

133 North Michigan Avenue, Chicago 1, ANdover 3-1270

James L. Thompson, Advertising Manager
NEW YORK 22: 405 Park Avenue, PLaza 5-1900

DETROIT 2: 3-223 General Motors Bldg., TRinity 1-5262
CLEVELAND 15: 604 Hanna Bldg., PRospect 1-4677





Top management reviews a media plan. From left rear: Clarence Hatch, Jr., executive vice-president; E. A. Schirmer, senior vice president; J. J. Forshaw, senior vice president; Thomas B. Adams, president; J. J. Harti-

gan, senior vice president and vice chairman of board of directors; L. R. Nelson, senior vice president and chairman, executive committee. In shirtsleeves in foreground, H. G. Little, chairman of Campbell-Ewald.

How Marketing Concept Shapes Media Planning Today

The "dean" of today's media buyers tells about Campbell-Ewald's six-step technique.

Interview with Joseph J. Hartigan
Vice Chairman and Senior Vice President
Campbell-Ewald Co.

MANY SIGNIFICANT CHANGES have taken place in media-buying in the last 40 years, but none seems so vital as what we are actually experiencing today.

We are seeing media-buying more widely practiced, acknowledged as an indispensable, focal marketing tool.

To be sure, the various aspects of media-buying have generally been recognized as significant in one way or another. However, today the whole structure of media-buying is being shaped as never before—in agency philoso-

phy and organization, in client service, in media relationships. It's a precise delineation of media buying's role in helping to sell goods and services.

Changes in the manufacture and distribution of goods have brought this about, partially, since advertising and merchandising have been given more and bigger selling tasks to perform.

Also significant to media-buying is the growth of media, the great increase in the means of communicating adver-



Carl Georgi, Jr., (with coat) vice president and media director, explores the media aspects of a marketing problem with his buyers.

tising messages to swelling markets—markets which are becoming more segmented and pin-pointed, more regional and local in character, more difficult and costly to reach.

Today the media buyer must bring more ability, more depth, and more breadth to his activity.

The agency must provide a clear-cut media philosophy and a clear-cut media operation which both client and media understand. And each agency which is equipped with adequate media-buying resources, manpower, and experience has a duty to contribute the quality of leadership to media-buying which we find in all other phases of advertising.

Campbell-Ewald's Philosophy

Campbell-Ewald's media department operations are based on two premises: (1) functioning as a part of the client's marketing framework, and (2) holding to a well-defined media-buying philosophy. The aim is to buy the best possible overall media performance for the *specific job* involved, with the appropriation available as the main restricting influence.

Three basic elements of planning are applied:

- ... The established marketing objectives.
- ... The general and specific conditions of the market.
- ... Complete knowledge of usable media.

"This approach gives us the chance to build additional strength into a client's selling efforts," says Joseph J. Hartigan, senior vice president. "We can function more creatively because we have more information.

"We have always had research data at our disposal, but interpretation of data becomes more meaningful when all available marketing information is at hand. This is reflected not only in our media recommendations, but also in our working relationships with other departments in the agency and with clients."

Media Planning

Media planning at Campbell-Ewald is a six-step operation. The aim is to present a "total marketing" media package.

1. The overall marketing problem is first explored at a meeting of all media buyers, who represent individual types of media, and of key representatives of the agency's

media evaluation group. General planning, strategy, and tactics are considered.

2. Each media buyer at the meeting becomes a "salesman" for his media area. He is assigned to write a presentation telling how the media he represents can do an effective job for the product. He covers product features, competition, the market in relation to other markets, present and potential customers, distribution channels, pricing, creative approach in copy and art, and similar aspects.

3. Each of these presentations is then reviewed by top media department management (which includes Mr. Hartigan and Carl Georgi, Jr., vice-president and media director). This group develops an overall plan. This is reviewed—and often revised—at another meeting of buyers and members of the *Media Evaluation Group*. Out of this comes the final plan.

4. This plan is given to the account contact group and incorporated into the total marketing program. This includes a marketing package based on the following:

- General market information
- Specific market facts
- Why retailers and distributors stock and sell the particular product
- Basic selling proposition required
- Types of outlets
- Identification of present and potential customers
- Organization and scheduling of the selling effort
- How the sales story will be communicated—the media plan
- How the sales effort will be maintained
- The basic advertising story
- How the basic advertising story will be developed by each medium
- Public relations
- How scheduling will match the selling, and vice versa
- Results expected
- The budget

5. Next the total marketing package goes to the *Review Board*, which is made up of the agency's top management



"The schedule means as much to the person who created it as copy to the copywriter, art to the artist."

group, including Mr. Hartigan. Here it is further refined and strengthened.

6. The program is presented to the client.

How does this approach to media planning compare with five years ago?

"The refinements and improvements are so many that they would be impossible to list," reports Mr. Hartigan. "Basically, they are all related to better communication within the agency and with the client."

"As we have functioned within the marketing framework, so has our part in helping to determine the agency's creative contributions become clearer to all concerned. Now we have what might be termed *staff-level advisory rights* along with other departments in determining the creative approach to a marketing problem."

Media Evaluation Group

A natural development of the agency's philosophy to be a complete marketing organization (from an agency standpoint) is its Media Evaluation Group. This group, operating within the media department, uses the services of the agency's market research department and the electronic data processing center. Its function is to seek the best possible interpretation of media data—all types. These data are correlated with other market research findings in tackling given marketing problems.

"Our thinking is that these areas are *engaged* rather than *married* to each other," Mr. Hartigan emphasizes. "The Media Evaluation Group provides a perspective which enhances the creative contribution which the media department can make in the marketing scheme."

Naturally, attitudes toward print and broadcast are shaped by all this. Significantly, the agency believes the result is a better evaluation of media goals and performance.

For instance, Campbell-Ewald approves of recent moves by various major magazines in offering split-runs, numerically and geographically.

"We consider that such developments make print media a sharper tool in the total marketing effort," says Mr. Hartigan (and this is seconded heartily by Mr. Georgi). "They not only open the way for regional advertisers to take advantage of the prestige and strength of national magazines, but also provide the national advertiser with new means of concentrating his sales efforts."

"A new era for implementing the solution of complex geographical marketing problems of national and regional advertisers has been opened."

Again, this is where the Media Evaluation Group proves its worth. Campbell-Ewald is well aware of the shrinking profit margins in some segments of all media, and its media department is watching closely efforts to cope with this problem.

"Publishers look to two sources for operating revenue," Mr. Hartigan points out. "We would be very disappointed to see publishers emphasizing lower operating expenses by cutting the *size* and *quality* of their editorial products."

"At the same time, we believe publishers should look to readers to assume part of the increasing-cost burden."

"As for swelling circulations, we believe the *circulation-getting* methods are a publisher's own business, but we often wonder how some can justify them *when linking such circulation with editorial quality*."

"We are much concerned about the *readership image* of a publication, and its prestige with readers."

"If we were to advocate any policy on circulation at all, it would be this: *circulation-getting efforts should be primarily concerned with broadening the publication's influence among specific economic and social classifications*."

"Numbers have never been a sole factor in a media-buying decision at this agency—at least in the 34 years I have been associated with it."

"In fact, numbers as such are becoming less and less important to marketing people. They recognize that numbers can be bad when their quantity affects the quality of

Media-Buy Record Holder

JOSEPH J. HARTIGAN, one of the veteran "greats" of media-buying, is senior vice president and vice chairman of the board, Campbell-Ewald Co. More than a billion dollars of space and time have been purchased under his aegis—and he has probably bought more media personally than any other media-buyer.

Starting out with the Chicago Tribune in 1910, he joined the Crutchfield Advertising Agency in 1916. From there he went to Campbell-Ewald as media director in 1925. When he became senior vice president in 1950, his close associate, Carl Georgi, Jr., became vice president and media director. But Joe Hartigan has maintained an intense interest and participation in media-buying from the top management side.

There are many firsts to his credit.

- He telephotoed the first newspaper advertisement, with this event involving coast-to-coast transmission.
- He placed the largest single client space order ever given a single publishing house (Curtis), and the two largest single contracts ever given newspaper chain publishers.
- He was the first media buyer to work a circulation guarantee into a media purchase agreement.
- He was the first to place a metallic ink advertisement in a large consumer magazine.
- He directed the buying of the first single-client use of as many as 600 radio stations on a weekly basis.
- He handled the buying of the largest single-client use of outdoor advertising space.

With 43 years of media-buying behind him, Joe Hartigan probably knows more people in print and broadcast media than almost any other media executive in an agency today.

a publication's total circulation. How quickly would the *New Yorker* drive itself out of a market by building its circulation to four million readers?"

Television is a wonderful advertising medium, in Mr. Hartigan's opinion, although costs can vary considerably in relation to the results obtained. Consequently, the media department attaches much importance to media research and evaluation in this area.

"In many ways television is following radio where media buying is concerned," states Mr. Hartigan. "Avail-



On TV: "Multiple-spotting is one of the greatest evils of TV today and the industry should get busy and correct it."

abilities at the proper time are becoming more of a problem—and timing is an indispensable element in marketing strategy.

"A long-established Campbell-Ewald media-buying test of print media is editorial quality. In substance, we apply this same test to broadcast. We buy television on the basis of program quality. We use the same approach that we would in selecting one newspaper in a two-, three-, or four-newspaper city. Each newspaper has its own public image, its own particular reader following and loyalty. It has many departments: news, features, fiction, letters to the editor, food, society, and others. Within the newspaper are separate groups loyal to the various departments.

TV vs. Print Media

"TV is like this. A station's offerings are made up of many segments, each varies in content, time and purpose. The difference between broadcast and print is in the product's relationship to the medium in which it is advertised.

"Too many people in our own field fail to recognize this in any phase of media. When an advertiser buys advertising in print media his message runs alongside the print's editorial product—and this product is something over which he has no influence. It is something separate. But on television the advertiser's story becomes part of the TV program, and becomes identified with it.

"Whether this is good or bad is dependent on the public's acceptance of both the product and the program.

"One thing is certain: we believe that the media research done by the agency is going to benefit all media, since

knowing all possible strengths and weaknesses makes for better planning and media decisions."

And, as Mr. Hartigan points out, the agency buys enough television to have some firm opinions concerning its use.

With a background of more than 43 years in media-buying, most of them with an agency which ranks as the nation's 14th largest, Mr. Hartigan is looking forward to media-buying's future with great eagerness.

Three burgeoning phases affecting the up-grading of the media-buying function, in his opinion, are (1) the development of better media-buying personnel, (2) the use of electronics to speed media-buying decisions, and (3) the inclusion of media-buying in the marketing function.

"People in media departments today are more mature and better educated than in bygone years," he emphasizes, "and their number is growing.

"All this is necessary, because now they are working more with improved research tools, are making faster decisions. To aid them are machines, such as the electronic data processing equipment here at Campbell-Ewald. Now research information can be integrated into media-buying strategy and tactics with speed never before thought possible.

"For instance, the media department can quickly pinpoint markets for certain types of products and their relationships to present and past trends in a matter of hours rather than weeks or months.

Refinement in Relationships

"Important refinement in relationships between the copy and art on one hand and media selection on the other are taking place. At Campbell-Ewald copy and art are being tailored just as carefully to the media plan as the plan is tailored to copy and art. This is because the media function, under the complete marketing concept, attaches great importance to the images of individual media.

"Actually, the challenges faced by the media-buying function today are the same as those faced by advertising agencies and their clients. These are related to a host of revolutionary new products expected to flood the world's markets within the next 10 years. Some of these will be so different that advertising agencies will have to explore and chart new marketing atmospheres.

"We should consider that the post World War II expansion of product research facilities has changed the role of the innovator. In the past, the innovator has usually enjoyed a great deal of market protection through his exclusive ability to innovate, and the ability of his company to get into many markets *first*. Today the race promises to be something else. Many 'dead heats' can take place.

"This is where media-buying can serve as never before, becoming the most important part of the advertising agency function. You can have a good message, but you'll never know unless it is placed in the right media with the right media mix."



FREE—More Homes for Your TV Commercial

Knowing how the TV audience varies during a show can mean lower cost per thousand—greater commercial exposure.

By Donald G. McGlathery

TWO YEARS AGO the average home switched channels more than four times an evening. Since the home viewed two and a half hours an evening, that's only 37 minutes between flips! Today with expanded station facilities and programming, the viewer's choice is even greater.

This fact is costing TV advertisers millions of dollars each year because it is almost universally ignored. Few advertisers make an effort to put the commercial where it will meet the viewer head-on.

A TV audience is in constant motion. Because of daily TV usage patterns and careful pro-

gram selection by viewers, a big change in audience size over short spans of time is common. What does this mean in hard cash? By delaying or advancing a commercial five minutes you can increase the audience 10 per cent, drop the cost-per-thousand per commercial minute, and turn a marginal show into a cost-efficient TV property. Only a few show formats are too inflexible to permit such alterations.

Television viewers are active participants. Their movements in and out of a program's audience are not reflected by the usual rating figure, which is a static index of audience

size. By overlooking this, the advertiser may lose sight of audience trends which create the reported averages. For example, take one of the grossest measurements. On a typical winter evening, an average of 56 out of 100 homes use TV, but this average figure hides the following range:

TV USAGE PATTERN

Homes Using TV
Sun. to Sat.
(Per 100 Homes)

6-7 PM	50
7-8 PM	63
8-9 PM	70
9-10 PM	69
10-11 PM	56
11 PM-Mid.	31

The daily TV usage pattern is only one variable. I suppose every producer, agency, and advertiser would like to believe that at 7:30 P.M. his show's 10 million homes tuned in unison and relaxed completely for the following half hour. Of course, this does not occur. The TV audience does not rise in steps, but in a fairly normal curve (Chart 1). This is a characteristic of the TV audience which has nothing to do with program content.

During January-February of 1959, the average hour show in

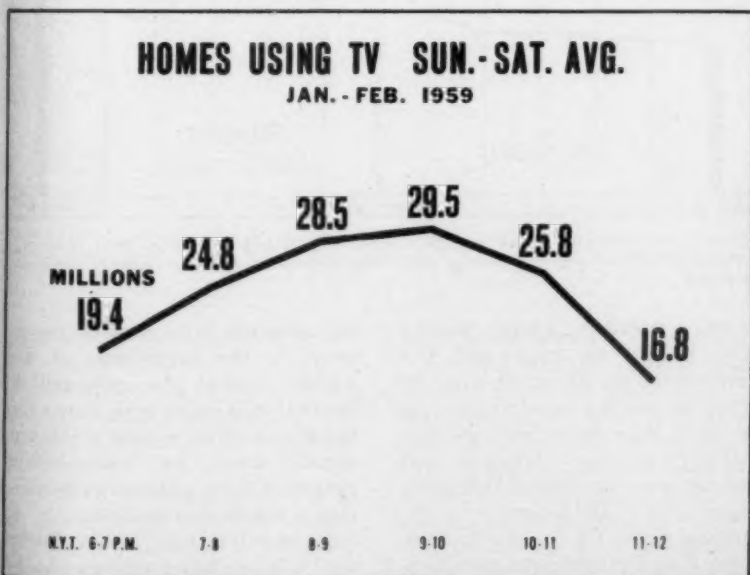


CHART 1. The available audience for a show varies by time period, regardless of show quality or type.

Mr. McGlathery is an account executive with A. C. Nielsen Company, which he joined in 1951. He has worked for McCall Corp. and Curtis Publishing Co., where he conducted research on super market merchandising.

an early evening time slot (7:30-8:00 P.M.) had 3 million more homes tuned in at the end of the show than were watching at the beginning. Looking at a specific case (Chart 2) this advertiser was able to increase his commercial audience 7 per cent by shifting commercials slightly towards the end of the show and riding the crest in homes using TV. In the late evening, this pattern would be reversed. For maximum reach, the commercials should be shifted slightly towards the start of the show.

Adjacent Shows

Another fixed television pattern, again completely independent of show content, is the effect of adjacent shows on audience size. A show preceded by a high-rated program inherits some of its audience during the first few minutes through viewer inertia. These homes will soon tune out, but they can boost the initial audience of the program significantly. The converse is also true. A low-rated lead-in tends to deflate the early minute audience for the same reason. The lesson is clear: if a high-rated program is adjacent to your show, place a commercial as close as possible to this neighbor. If your lead-in show is low-rated, move your commercials away from it and wait until your own audience has built to its normal level. If your following show is low-rated, slot your commercial before you start losing audience. Chart 3 shows how a slight change in placement will gain considerable commercial audience.

The Right Commercial

Taking advantage of the "coat-tail" audience is the first step. Once the best spot has been selected, knowledge of tuning activity within the program will help determine what kind of commercial should be used. Here is a typical example. An evening TV property is adequate in program content and type and level of audience reached. This show is an hour program competing with four half-hour shows.

During the first five minutes of the hour show there are almost 10 million homes tuned. Fourteen out of each 100 of these homes are actively turning their sets on or off, tuning in from another program or tuning out

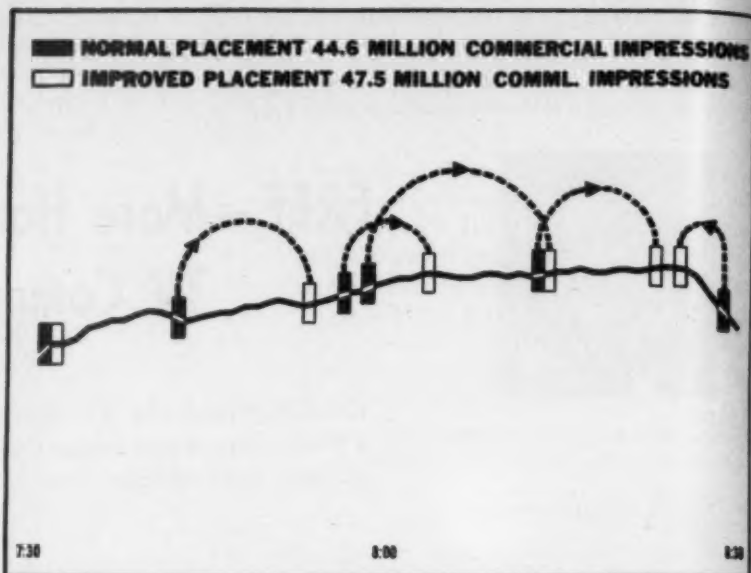


CHART 2. The horizontal line on the chart indicates audience size during an hour TV show. Here's how varying commercial placement can increase exposure.

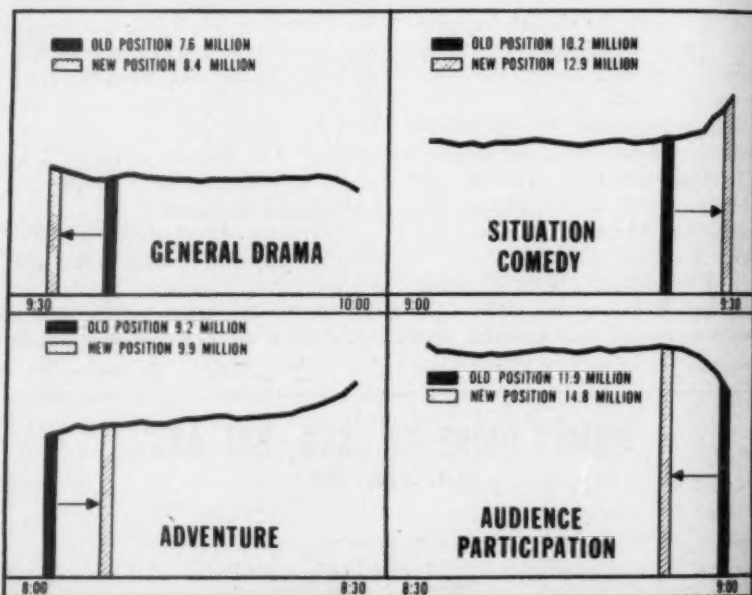


CHART 3. Four examples of how strength of adjacent programs and general level of viewing during various time periods combine to affect show audience. Vertical bars indicate commercial placement.

to the competition. Twenty minutes later, between the twenty-fifth and thirtieth minute, 25 out of each 100 homes are moving (most of them are tuning in, since the earlier competing half hours are over). During the next five minutes, (thirtieth to thirty-fifth minute) 15 of 100 homes are at the dial, and during the final five minutes, better than half of the program audience is active.

In the case of this hour show,

the audience is in greatest movement at the beginning, at the middle (when the competition breaks) and at the end. These are the places where commercials are usually aired, but commercials placed at these points do not provide a maximum audience.

Commercials with a long "story line" will fare better during a "quieter" moment in the program, since a long announcement telling a complex

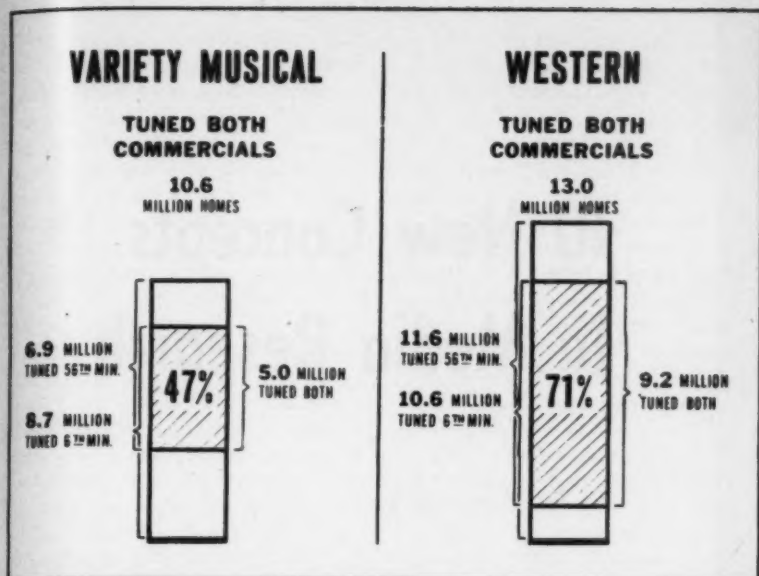


CHART 4. Duplicated and exclusive audience for two commercials within a half-hour show depend heavily on show type.

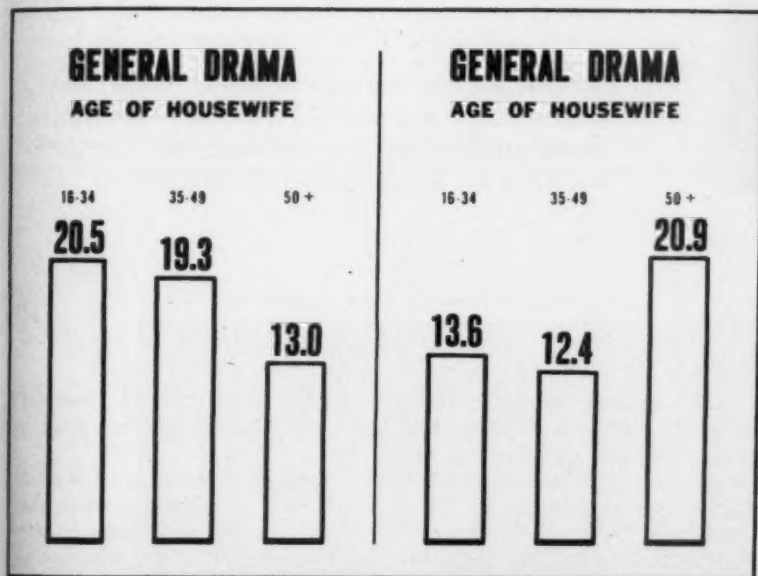


CHART 5. These non-competing dramatic shows are similar in all respects (including time period) but one: the character of their lead-in shows. Show on left was preceded by Western; on right by situation comedy.

product story will lose many homes mid-commercial anyway. Commercials slotted at times of high audience movement should not require a long period or a high degree of concentration.

Audience movement is typical of all shows, but the extent of activity will vary considerably with the strength of the competition of the lead-in and following shows. Each should be examined to determine

where the advantage lies.

A variety show such as Ed Sullivan or Garry Moore has no story line to hold audience attention. No matter what the size of the audience to a show of this type, there is usually a considerable amount of audience turn-over during the program. In contrast, once an audience bites into an hour drama, the story line tends to hold it through the remainder of the program.

This difference in audience turn-over should be a factor in determining type and repetition of commercials used during one telecast. In chart 4, the sixth and fifty-sixth minutes of the audience of a Western telecast and a variety musical are compared. Only 47 per cent of the variety show's audience see both the first and last commercial, while 71 per cent of the Western show's audience sees both. If the same commercial is used at the beginning and at the end of the variety show, a majority of the audience would be seeing it for the first time. The Western audience is virtually the same throughout the program, so perhaps two different copy approaches or two different product stories would be in order.

Aiming at the Audience

Another way a commercial's effectiveness can be sharpened is by analyzing the type of family or viewer comprising a program's audience.

A program with even appeal to all families, scheduled at a time when they are uniformly available, may be reaching an audience heavily weighted to a specific type of family. **This will happen because competition and feed-in always influence the composition of the show's audience.**

Two late evening dramas have completely different audience characteristics (Chart 5). They are the same type of show and are scheduled at the same hour (though they don't compete with each other). The differences result from different lead-in and competitive pressures. The first show is preceded by a Western with a strong appeal to younger households. A large number of these homes are retained by the drama. The second drama show is preceded by a situation comedy with an even appeal to the various age-group homes. Since this balanced audience offers a relatively smaller reservoir of younger households, the drama's young family audience is deflated in consequence.

In both cases, despite the general appeal of the programs, a commercial slanted towards a heavily represented age group might be more effective than copy forged for "general appeal."

These are but a few of the ways quantitative research can help the advertiser. ■



10 New Concepts In Media Research

By Dr. Ernest Dichter

Here are 10 new ways of evaluating media qualitatively. Each is concerned with the relationship among medium, ad, and audience, and how the first helps the second influence the third.

EVERY FEW WEEKS a new study appears, sponsored by one medium or another, designed to prove the superiority of a particular publication, network, radio program, or newspaper. These studies discuss advertising lineage or circulation figures. This approach to media research which, while pardonable from a promotional viewpoint, has resulted in little information on the role of media in American culture. This subject is actually one of tremendous interest, not only scientifically but practically and commercially as well.

It is because of this interest that we have attempted, over the past few

years, to approach the problem differently, to break through the endless circle of statistics and discover the role a particular advertising vehicle plays. We begin our research with the concept that there exists a particular universe in which the relationship between the medium and its reader, or viewer, or listener is established. We try to use techniques and develop tests which will help us define the nature of this universe. Our research, then, is undertaken from the following points of view:

1. Uniqueness

Each medium—whether it be a magazine, a newspaper, a radio station, a TV network—exists because it fulfills a very special kind of function. This function is unique and usually is not, or should not be, duplicated by any other medium. We know that *Life* is different from *Time* and

Time is different from *The New Yorker*, the *Saturday Evening Post*, or *Newsweek*.

While all Westerns may resemble each other in certain specifics, they differ in others and, certainly, they differ greatly from quiz programs.

Television has characteristics which radio does not, and newspapers and magazines have differing functions as well.

It is this differentiation of one medium from another and, of each magazine, newspaper or radio program, which makes it possible and desirable for a medium to continue its existence. Whenever those unique qualities disappear or fail to operate, one can predict the demise of the medium. Our research seeks to establish the particular uniqueness of a given medium.

One of the tests we used to establish media uniqueness is called the Door

Dr. Dichter is the founder and president of the Institute for Motivational Research. This article was adapted especially for MEDIA/SCOPE from a recent talk before the Media Research Directors' Association.

Test, in which respondents indicate which departments in a given magazine interest them most. The accompanying chart on page 46 is an adaptation of this test.

Favorers of some magazines, we found, are more interested in personalities than in departments. They rely on individual experts to give them the news as they see it. This desire for individual flavor is a unique quality.

Others, e.g., the *Time* favorer, prefer a news approach without the byline, but it is as if *Time's* pronouncements have the ability to provoke the feeling of a dialogue between reader and editor. The *Time* reader talks back. So does the *Chicago Tribune* reader. But the *New York Times* reader does not, for the *New York Times* has still a different image.

2. Each Medium is a Lens

There is no really unbiased presentation of the world. If there were, we probably could not digest it. Each medium has its own way of viewing the world and each medium, therefore, is a lens which focuses, highlights, and interprets reality. It attracts to it those who wish to see the

world from this particular point of view. Each individual, of course, sees the world through a lens of his own. The medium which focuses on his interests, his way of listening, looking, and sensing the world around him, will be most desirable to him.

Readers, as we discovered in a study for *Esquire*, are very much aware of any change in the focus of a medium's lens. Our respondents were able to describe the "old" *Esquire* lens quite clearly as displaying an irresponsible brand of hedonism: it was bawdy, sexy, gave its readers a hardbitten view of life.

The "new" *Esquire* lens, in contrast, was seen as panchromatic in that it filtered out much of the bawdiness and presented a responsible brand of hedonism: deep, emotionally-based pleasure in the workings of the intellect, in basic human problems, in the esthetic nature of man. We checked the *Esquire* lens in several tests. In one test, we asked respondents to select from a list of traits, those they felt best represented what *Esquire* is really like, and then, from the same list, those that *Esquire* should be like. In both cases, we found that the *Esquire* lens focused

on: well-dressed, masculine, worldly, clever, well-rounded.

3. The Fallacy of the Definable Audience

We talk glibly about the *Time* reader, the *Esquire* reader, the *Saturday Evening Post* reader. I would like to believe that these exist, but, actually, there is no such animal. Even the least literate among us is involved today in the media game of multiple choice. We are exposed to newspapers, magazines, radio, and TV, and most of us are exposed to half a dozen TV shows, we may listen to several radio programs, read at least two newspapers and as many magazines.

It is meaningless, in our cultural climate, to talk about a *Saturday Evening Post* reader; at best we can talk about a magazine "favorer," or "non-favorer," and explore his feelings and his reasons for favoring or not favoring a particular medium.

4. Active Response Patterns

All our media research is based on the assumption that response patterns to all stimuli are active rather than

The basis of the Dichter approach to research: the depth interview.













The Door Test Magazine Questionnaire

- You are walking down a corridor in the magazine's building. You pass by the doors which our artist has pictured for you below. You want to visit in all of these rooms, but you realize you may not have the time. So you make up a priority list.
- To show us what your priority list would be, mark each of the doors on a scale from 1 through 10. Starting with the department in which you would most like to spend time (give that a number 1), work your way down to the department you would care least about. Give that a number 10.

Record your numbers in the boxes which are located at the bottom of each door.

Please ascribe a number to each door. But do not give more than one number to any single door.

<p>short stories</p> <p>•</p> 	<p>world news</p> <p>•</p> 	<p>latest fashions</p> <p>•</p> 	<p>sports</p> <p>•</p> 	<p>scientific progress</p> <p>•</p> 
<p>business</p> <p>•</p> 	<p>food hints</p> <p>•</p> 	<p>politics</p> <p>•</p> 	<p>entertainment</p> <p>•</p> 	<p>decorating</p> <p>•</p> 

passive. We do not believe that a TV program or commercial, for example, is a stimulus registered in the brain of a passive viewer. There is no chance, we are certain, of opening the skull to see how deep the grooves created by this stimulus have become. Rather, we assume that there is a relationship between viewer and stim-

ulus, that the consumer is motivated toward—or away from—the purchase of a given product by the patterns of response developed between him and the commercial.

Our television testing, for example, is concerned with probing these motivating response patterns. Our research indicates that there are certain

key factors in an effective response pattern. One of these is *interaction*: the nature and intensity of the viewer's involvement with what he sees on the TV screen. The second is *integration* or the total psychological set which a commercial, for example, creates in the mind of the viewer, and whether he feels it talks to people like

himself. The third is *inter-relation*, or the position of a particular TV commercial in the program climate and also in the changing brand, product and media climate. The final important factor is *activation*: whether or not a commercial evokes response patterns that stimulate a purchase decision.

5. Mood

From the media viewpoint, what we can and should research is the mood created while we are reading a particular magazine, watching a television show or listening to a radio broadcast. When I read the *Post*, I'm in a *Post* mood, but what does that mean? When I read *Time*, I'm in a *Time* mood, but what does that mean? We have set out, in a number of our studies, to delineate the *Time* mood, say, and we have developed a number of tests to help us do it. Because it is one of the functions of art to evoke mood, we decided to construct a test which would allow our respondents to relate the mood of a picture to the mood of a magazine. The test as we used it asked respondents to select, from a group of abstract paintings, that which was most like *Time* magazine. We found that the overwhelming choice of our respondents was a painting which was complex, well organized, orderly, colorful, and most interesting — all mood qualities present in *Time* and desired by the *Time* favorer when he reads the magazine.

6. Media-Audience Interaction

It follows then, that we should be less interested in how much money a hypothetical *Time* "reader" makes than we are in the way he reacts to the mood created by *Time*. It is also clear that, because we accept the relationship between the individual and a medium as an active rather than a passive relationship, our media interaction categories must be dynamic. We need to define them clearly before we attempt to measure them and we will define them in such terms as "dialogue," "controversy," "agreement," "disagreement." In defining media interaction categories in this manner, it becomes clear that their dynamism is the important point.

In our *Time* study, we found that its ability to challenge the reader, to

stir up trouble, to engineer discontent was as important in creating loyalty as other and seemingly more positive qualities. Strong interaction categories here made for strong response.

7. Understanding Historical Development

In addition to the type of interaction created in the perception of any medium, we must also concern ourselves with a still broader aspect of media research: the changing role and significance of media in our culture. A few years ago, it was felt that radio was a dying medium. Today, few would agree to that statement. Yet as long as we behave as if TV were somehow better than radio, or vice versa, or that news magazines are better than newspapers, we will continue to mislead ourselves. There is room for all, each can offer advantages, but none is all-satisfying. To rate their superiority is fruitless. To see them in relationship to each other is another matter.

In a recent study for radio station KPRC in Houston, we found that the relationship of radio to other media is a changing one today. The assets of radio have to be sold again to a new kind of audience. Radio today is the individual's assistant and ally in supplying information, entertainment, emotional stimulation, companionship, and relaxation. It is more community minded, more individually oriented, more intellectual than much that TV has to offer. It has become, at the same time, the intimate medium of the teen-ager and the high-brow refuge of the intellectual. And, for almost everyone, it has become the chief source of spot news, weather, and community information. Its role has changed in a changing culture in much the same manner that the role of magazines is changing in relation to the increase in book reading patterns.

8. Psychological Function

It is clear that, to retain their uniqueness and, therefore, their reason for existence, media will need to concentrate increasingly on the fulfillment of psychological needs evidenced by their favorers. It may be, then, that the advertiser of the future will be forced to become increasingly aware of the psychological func-

tion of his advertising as it appears in differing media. Advertisements will be consciously conceived for the different needs of television, of radio, and magazines. More than that, there will be a need for advertisements which vary from magazine to magazine, complementing the mood, the uniqueness, all the facets of the relationship between the individual and the medium he has selected to favor at a particular time.

More than this, it is important to recognize that people react to the intention behind the advertisement as well as to its stated message. When an advertisement fails to perform the vital psychological function of clear communication, it erects a barrier. Media research must recognize and surmount these barriers and talk directly to the people.

9. Participation

There is the possibility that the future may require us to develop a new kind of medium, whose chief function may be its ability to allow people to participate. Our research indicates that people need stimulation, inspiration, relaxation. Such terms as escapism and entertainment are too broad to be meaningful any longer. People are increasingly searching for the right and the justification to participate in making decisions, in controlling emotions, in enriching their lives.

10. Developing Goals

Closely connected with the need to participate is the need to participate with certain goals in mind. We are increasingly aware of the questioning attitudes among Americans in all walks of life. Our media, however, tend to confuse rather than clarify our national goals. At the same time, they often ignore or cheapen individual goals. As the taste level of the nation improves, we will find it increasingly important to communicate a higher level of understanding with respect to life goals. Experimentation in this direction should be undertaken by our leading media so that the gap existing between the needs of our people and the ability of our media to satisfy these needs is narrowed rather than widened.

All our efforts to move in the direction of greater understanding, rather than meaningless comparison, is correct both morally and practically. ■

The Door Test Magazine Questionnaire

- You are walking down a corridor in the magazine's building. You pass by the doors which our artist has pictured for you below. You want to visit in all of these rooms, but you realize you may not have the time. So you make up a priority list.
- To show us what your priority list would be, mark each of the doors on a scale from 1 through 10. Starting with the department in which you would most like to spend time (give that a number 1), work your way down to the department you would care least about. Give that a number 10.

Record your numbers in the boxes which are located at the bottom of each door.

Please ascribe a number to each door. But do not give more than one number to any single door.

<p>short stories</p> <p>•</p> <p></p>	<p>world news</p> <p>•</p> <p></p>	<p>latest fashions</p> <p>•</p> <p></p>	<p>sports</p> <p>•</p> <p></p>	<p>scientific progress</p> <p>•</p> <p></p>
<p>business</p> <p>•</p> <p></p>	<p>food hints</p> <p>•</p> <p></p>	<p>politics</p> <p>•</p> <p></p>	<p>entertainment</p> <p>•</p> <p></p>	<p>decorating</p> <p>•</p> <p></p>

passive. We do not believe that a TV program or commercial, for example, is a stimulus registered in the brain of a passive viewer. There is no chance, we are certain, of opening the skull to see how deep the grooves created by this stimulus have become. Rather, we assume that there is a relationship between viewer and stim-

ulus, that the consumer is motivated toward—or away from—the purchase of a given product by the patterns of response developed between him and the commercial.

Our television testing, for example, is concerned with probing these motivating response patterns. Our research indicates that there are certain

key factors in an effective response pattern. One of these is *interaction*: the nature and intensity of the viewer's involvement with what he sees on the TV screen. The second is *integration* or the total psychological set which a commercial, for example, creates in the mind of the viewer, and whether he feels it talks to people like

himself. The third is *inter-relation*, or the position of a particular TV commercial in the program climate and also in the changing brand, product and media climate. The final important factor is *activation*: whether or not a commercial evokes response patterns that stimulate a purchase decision.

5. Mood

From the media viewpoint, what we can and should research is the mood created while we are reading a particular magazine, watching a television show or listening to a radio broadcast. When I read the *Post*, I'm in a *Post* mood, but what does that mean? When I read *Time*, I'm in a *Time* mood, but what does that mean? We have set out, in a number of our studies, to delineate the *Time* mood, say, and we have developed a number of tests to help us do it. Because it is one of the functions of art to evoke mood, we decided to construct a test which would allow our respondents to relate the mood of a picture to the mood of a magazine. The test as we used it asked respondents to select, from a group of abstract paintings, that which was most like *Time* magazine. We found that the overwhelming choice of our respondents was a painting which was complex, well organized, orderly, colorful, and most interesting—all mood qualities present in *Time* and desired by the *Time* favorer when he reads the magazine.

6. Media-Audience Interaction

It follows then, that we should be less interested in how much money a hypothetical *Time* "reader" makes than we are in the way he reacts to the mood created by *Time*. It is also clear that, because we accept the relationship between the individual and a medium as an active rather than a passive relationship, our media interaction categories must be dynamic. We need to define them clearly before we attempt to measure them and we will define them in such terms as "dialogue," "controversy," "agreement," "disagreement." In defining media interaction categories in this manner, it becomes clear that their dynamism is the important point.

In our *Time* study, we found that its ability to challenge the reader, to

stir up trouble, to engineer discontent was as important in creating loyalty as other and seemingly more positive qualities. Strong interaction categories here made for strong response.

7. Understanding Historical Development

In addition to the type of interaction created in the perception of any medium, we must also concern ourselves with a still broader aspect of media research: the changing role and significance of media in our culture. A few years ago, it was felt that radio was a dying medium. Today, few would agree to that statement. Yet as long as we behave as if TV were somehow better than radio, or vice versa, or that news magazines are better than newspapers, we will continue to mislead ourselves. There is room for all, each can offer advantages, but none is all-satisfying. To rate their superiority is fruitless. To see them in relationship to each other is another matter.

In a recent study for radio station KPRC in Houston, we found that the relationship of radio to other media is a changing one today. The assets of radio have to be sold again to a new kind of audience. Radio today is the individual's assistant and ally in supplying information, entertainment, emotional stimulation, companionship, and relaxation. It is more community minded, more individually oriented, more intellectual than much that TV has to offer. It has become, at the same time, the intimate medium of the teen-ager and the high-brow refuge of the intellectual. And, for almost everyone, it has become the chief source of spot news, weather, and community information. Its role has changed in a changing culture in much the same manner that the role of magazines is changing in relation to the increase in book reading patterns.

8. Psychological Function

It is clear that, to retain their uniqueness and, therefore, their reason for existence, media will need to concentrate increasingly on the fulfillment of psychological needs evidenced by their favorers. It may be, then, that the advertiser of the future will be forced to become increasingly aware of the psychological func-

tion of his advertising as it appears in differing media. Advertisements will be consciously conceived for the different needs of television, of radio, and magazines. More than that, there will be a need for advertisements which vary from magazine to magazine, complementing the mood, the uniqueness, all the facets of the relationship between the individual and the medium he has selected to favor at a particular time.

More than this, it is important to recognize that people react to the intention behind the advertisement as well as to its stated message. When an advertisement fails to perform the vital psychological function of clear communication, it erects a barrier. Media research must recognize and surmount these barriers and talk directly to the people.

9. Participation

There is the possibility that the future may require us to develop a new kind of medium, whose chief function may be its ability to allow people to participate. Our research indicates that people need stimulation, inspiration, relaxation. Such terms as escapism and entertainment are too broad to be meaningful any longer. People are increasingly searching for the right and the justification to participate in making decisions, in controlling emotions, in enriching their lives.

10. Developing Goals

Closely connected with the need to participate is the need to participate with certain goals in mind. We are increasingly aware of the questioning attitudes among Americans in all walks of life. Our media, however, tend to confuse rather than clarify our national goals. At the same time, they often ignore or cheapen individual goals. As the taste level of the nation improves, we will find it increasingly important to communicate a higher level of understanding with respect to life goals. Experimentation in this direction should be undertaken by our leading media so that the gap existing between the needs of our people and the ability of our media to satisfy these needs is narrowed rather than widened.

All our efforts to move in the direction of greater understanding, rather than meaningless comparison, is correct both morally and practically. ■

FM

-What Kind of Class Market



- *It's a growing quality audience, but the main segment is not too highbrow.*
- *This growth is pacing a boom in FM receivers, FM stations, stereophonic sound.*
- *FM is facing its most critical test: Will it become a national advertising medium, or will it become just a specialized satellite of AM?*
- *Programing, commercial policies, market research will provide the answers.*

NOW IS THE TIME for many national advertisers and their agencies, if they are really interested in this youthful and fast-growing medium, to begin exploring FM with research dollars and test campaigns.

FM seems to be emerging as a specialized, distinctive advertising medium.

Although still an advertising infant in the national scene, FM seems to be attracting growing, loyal, influential types of audiences. Today it is basically a local and regional advertising medium.

More than ever, FM seems to be identified with quality programing, especially in major markets. But the main audience is not *too* highbrow.

The quality programing tag is being applied generally to FM by various elements concerned—the public, national advertisers, and advertising agencies. Contributing greatly to this conception are outstanding FM stations in many major markets. They have built large quality audiences, competing successfully with AM.

Whether or not some FM broadcasters approve—and some don't—the Frequency Modulation designation does tend to put FM into a separate category as an advertising

medium. This setting apart from AM Radio and TV is both an asset and a liability, depending on each station's attitude—and this is reflected by each station's position in the market, programing, and advertising policies.

The next three or four years should determine whether FM can become a selective, quality-programing national advertising medium, replete with coast-to-coast networks, nation-wide media and market research, and promotion. In fact, the rapid growth of FM stations will either establish FM as a specialized, quality medium, or it will bind it tightly to AM as a marketing satellite which will increasingly take on AM characteristics.

These are the main points which stand out in MEDIA/SCOPE's study of FM development today.

The basic overall information, which produces a consistent image of FM and national advertising schedules, is still lacking. And many national advertisers and their agencies are still staying "up in the Ozarks," waiting for the opportunity to prove to FM sales representatives that they're "from Missouri!"

Actually, what seems to be missing is the motivation which would impel national advertisers and their agencies

generally to seek out what FM could mean to them in terms of market potentials and sales.

From what has been observed, if FM burgeons into a specialized national advertising medium, there will be only a few pioneering national advertisers and agencies to thank. The chief credit will have to go to a rather diverse assortment of interests:

A rapidly-increasing group of discriminating consumers who want quality FM reception, cultural programming, and well-spaced, non-multiple-spotted, soft-sell commercials. The group largely contains influential people in attractive income brackets. Not too many are overly concerned with perfect audio reception.

A relatively few station operators who participate in network and group selling.

A miscellaneous group of AM and TV broadcasters who have held on to their FM franchises for years, and who, just now, are beginning to give serious attention to FM broadcasting (separate programming).

A few alert manufacturers, domestic and foreign, who perceived a growing demand for hi-fi, FM, and stereophonic equipment.

Thousands of local and regional advertisers who have found FM a low-cost, sales-producing medium.

At present it is difficult to gauge the strength of the growth in FM listening. But indications are that a powerful surge of varied but related consumer wants (FM cultural programming, hi-fi equipment, stereophonic sound, and background music) is creating this momentum.

What does all this mean?

It means that consumer wants are quickly shoving FM into a perilous growth stage. It is a time when FM must develop a clear-cut personality as a medium able to function nationally on its own, or it must sink back into a somewhat muddled obscurity. There seems to be no middle ground. Extensive research, evaluation, and definition are sorely needed.

Dangers for FM

1. PROGRAMING. When the record is examined, it appears that the leading commercial FM broadcasters in various markets have contributed to FM's over-all image: a quality medium appealing to a quality, upper-income audience. To many people this means good music—classical, semi-classical, folk music, and authentic jazz—and cultural events. There are indications of a trend toward more non-musical programs of high quality.

This image is not entirely consistent with the facts. Much depends on geographical location, station policies, commercial practices, broadcast affiliations, and FM, AM, and TV competition in the market served. Many stations also sell functional music (such as Muzak) and storecasting to business and industrial concerns.

In major markets, where there are more people numerically with quality FM tastes, there are many outstanding FM stations with fine-music and cultural images of varying degrees. Some are independents, others have AM affiliations. Also, there are FM stations which are often difficult to distinguish from AM stations because of

their programming and commercial practices. These stations are obviously not the pace-setters in creating a clear-cut image for FM.

Typical Operations

A few examples of typical station operations are as follows:

... WBZ-FM, Boston, which is part of the Westinghouse AM-FM group, programs separately. It focuses on building a prestige fine-music image. Although it uses a "big-station" approach because of its Westinghouse affiliations, it seeks a quality audience desiring a quality medium. It requires subdued or restrained commercials. One hour each week, along with WBZ-AM, it offers a stereophonic program.

... WCRB, Boston, is a full-time good music station for both its operations, AM and FM. The entire programming schedule is duplicated. WCRB claims more hours devoted to stereophonic broadcasting than any other station.

... WFMT, Chicago, considered one of the top FM stations in the country, is strictly a cultural-type programming operation. It aligns itself closely with fine music and various cultural activities in Metropolitan Chicago. Independently operated, it is an excellent example of a station with a clear-cut FM image. Incidentally, its "Fine Arts Guide," which includes program listings and cultural

FM SET PENETRATION—SELECTED MARKETS

Current estimates place FM set ownership in the United States and Canada at 15 million sets. This number is changing daily with the tremendous boom in FM receiver set sales, and other electronic equipment which has FM reception included (hi-fi and stereophonic units). Also, just beginning to become a factor are FM auto radios.

Based on reports from Pulse, Inc., the National Association of Broadcasters, and other sources, ownership of FM sets in selected cities is estimated as follows.

City	% of Families
Boston	49.9
Chicago	41.9
Buffalo	33.4
Cincinnati	26.9
Cleveland	34.1
Columbus	37.4
Dallas-Fort Worth	20.7
Kansas City	29.5
Los Angeles	48.7
Miami	31.7
New York City	57.1
Philadelphia	36.3
Pittsburgh	27.6
Portland, Ore.	46.1
San Diego	36.0
San Francisco	47.3
Washington, D. C.	41.0

events in the area, goes to more than 21,000 subscribers each month.

Recently, WFMT showed up eighth (out of 36 AM and FM signals combined) in a Hooper rating survey (Hooper Radio Audience Index) of Chicago broadcasters.

... KDUO, Los Angeles, has entered FM broadcasting with big power (71,500 watts) and a big promotion drive for audience and advertisers. Programing is directed at middle- and upper-income families. Light classics and show music provide the base. High-brow classics, rock n' roll and background music are avoided.

... WHAT-FM, Philadelphia, which programs separately from its AM affiliate, is building a jazz image. It even publishes a jazz program guide.

... WWDC-FM, Washington, D. C., programing separately, also has the Muzak functional music loop and drugcasting into 90 Peoples Drug Stores.

... WLDL, Detroit, an independent operation which is highly successful, is now converting functional music clients (in addition to FM conventional broadcasting) into its Multiplexing operation. Regular programs are broadcast on one FM channel, functional music on another.

... QXR-FM (WQXR), New York, and its up-state affiliates (13 in nine markets) are strictly engaged in programing good music. This is fed to them by WQXR-AM, for many years a good-music station in its own right. Long established as New York's leading FM station, with an audience estimated at almost double the nearest FM competitor, QXR-FM is another example of a station with a distinctive FM image.

In many smaller markets, FM loses its specialized characteristics. Merrill Lindsay, WSOY-FM, Decatur, Ill., points out that his city's market area is too small for the station to program along strict fine-music lines.

This thinking is supported by a recent University of Indiana study (September 1958), which reveals that programing of FM stations in Indiana generally parallels that of AM stations. FM is helpful in extending coverage beyond the AM signal area (through duplicate programing), extending the hours of the broadcast day beyond local sunset, and providing an opportunity for broadcasting special programs and events not otherwise covered by AM. A growing consumer interest in hi-fi is reflected in the programing of most stations. Good music is strong at night in many minor markets.

Since most educational broadcasting stations in the state (there are more than 150 in the U.S.) are concentrated in the FM spectrum, some people are led to believe

that FM broadcasting is of a heavier, more serious type than AM. Actually, on commercial FM stations the program balance and appeal is about as general and as popular as found on AM commercial stations.

The number of AM network programs carried on Indiana FM stations is limited. However, the study shows that FM listeners have a better choice of programs in type and quality.

Key Programing Factors

The all-important programing aspects of FM, in MEDIA SCOPE's opinion, seem to add up to these; at least, where media-buying is concerned.

a. The long-established and leading FM stations, which offer good music and cultural events, are now beginning to profit from their class programing over the years. They have large and growing better-income audiences. Furthermore, these stations seem to be the main pace-setters in creating clear-cut FM station images. WXHR, Boston, is an example. It is an independent.

b. Many newcomers to FM broadcasting, and many broadcasters who have waited until now to program FM separately, have audience goals which seem to be somewhat broader from income and interest standpoints than the leading FM stations. More middle-income listeners are sought.

c. There is a considerable distinction between FM broadcasting in major markets as compared to smaller markets. Station economics and marketing opportunities require most smaller-market stations to be more like AM, and to work with AM as a broadcasting unit. Consequently, there is less need to create a specialized FM station image.

d. Stereophonic programing is giving a big boost to FM, providing a need for FM which didn't exist before. Still in the novelty stage, particularly from an advertising point of view, it is getting nation-wide attention from station operators and listeners.

e. Multiplexing—still to be standardized by the FCC along with stereophonic broadcasting—is providing new programing and income opportunities (e.g., functional music and storecasting) to FM station operators. It is still in an experimental stage.

Commercials Are Crucial

2. FM COMMERCIALS. Here is a real threat to FM's growth as a separate medium. FM's hallmark, as established by leading stations which have endured through the lean years, and are now prospering, has been the restrained presentation of commercials in type and in frequency. Soft-sell has proved distinctive and sales-producing for many FM advertisers—at least, many FM stations are using case histories to prove the point.

Now there seems to be a tendency for some stations to abandon soft-sell (at least a little bit) and step up frequency. Newcomers seem most inclined to err in that

FM STATIONS

As of April 1, there were 594 FM stations on the air as compared to 540 a year ago. This is a gain of 54.

The number of stations authorized for the same period is 735. A year ago this figure was 615.

is type
ne pro-
and as
on la-
shows
ms in

EDMA/
where

which
nning
years
ences
pace-
KRR,

many
FM
ome-
than
eners

FM
aller
ities
AM,
onse-
FM

t to
ore.
ing
rom

CC
ew
nal
is

FM
's
bh-
gh
be
in
in
ca-
M

to
e-
at

no



FM SET SALES are soaring this year. Pace-setter for the field is Zenith, which is reported as accounting for more than 50 per cent of all purely FM set sales among domestic manufacturers. Nearest com-

petitor is Granco Products, Inc. However, sales of all radio sets (with AM-FM and phone combinations) are way ahead of last year. No other manufacturer comes close to Zenith and Granco.

direction, especially FM stations which have just started to program apart from their AM affiliates.

How many commercials each hour, and what types of commercials should be presented, can provide a battleground of real proportions.

Experienced FM station operators, usually AM graduates, point out that hard-sell and radio-type commercials have no place on FM.

Stations with quality programing are careful about the tone and frequency of their commercials, and the type of accounts.

Reporting on this, Paul Brake, owner-manager of WWPB, Miami, says:

"We won't take beer or cigarettes, neither will we take used-car dealers, loan companies, nor discount houses. We welcome good, high-level advertising.

"During the daytime, listeners hear no more than two spots an hour, with a promise of never more than four. At night we promise never more than three spots."

WWPB-FM is Southern Florida's oldest FM station, having begun its operations in 1948.

Fred Rabell, broadcasting veteran of 30 years and co-owner of KITT, San Diego's very successful FM station, adds this:

"We limit commercials to six minutes for 60 minutes. We do not permit double-spotting, thus avoiding dilution.

"We do accept transcribed announcements, including jingles, as we have proved that if they are good the audience accepts them."

The station *does* police the types of commercials it accepts.

KDUO, Los Angeles, is anxious to avoid the pitfalls of TV and AM; it *guarantees* single spots.

A spot check of media buyers across the country indicates a positive reaction to such policies. When asked about the main advantages of FM as an advertising medium buyers responded like this:

Soft sell for many products and services.

A selective, quality audience able to make larger or major purchases.

An adult audience, mainly, which is loyal and difficult to reach by other broadcast means.

For products usually purchased by people of high socioeconomic status.

Low dollar cost.

Limited competition with other commercials.

A distinctive programing atmosphere.

3. THE "NUMBERS" GAME. This is an area of considerable controversy. FM operators offer quality numbers, and national advertisers and their agencies seem to want quantity numbers in many instances. The latter also want

14 Selected Markets

COMPARISON AM, AM-FM, & FM STATIONS

	January 1956			May 1959		
	AM	AM-FM	FM	AM	AM-FM	FM
Boston	8	5	1	10	3	3
Miami	8	3	1	9	3	2
New York	8	7	3	10	6	4
Philadelphia	6	4	3	8	3	2
Pittsburgh	5	3	1	6	2	2
Washington, D. C.	6	8	3	7	7	4
Chicago	11	2	4	11	1	9
Cleveland	3	6	..	2	6	1
Dallas-Fort Worth	9	4	..	10	3	1
Detroit	1	5	1	2	4	4
Minneapolis-St. Paul ..	8	1	..	10	..	2
Los Angeles	7	5	2	7	5	8
San Francisco	10	4	2	12	3	4
Portland, Oregon	6	4	..	8	3	1
TOTALS	96	61	21	112	49	47

Source: SRDS Spot Radio Rates and Data
January 1956 and May 1959

more detailed data on type and buying power of selected audiences than many FM stations can afford to provide. Such information is needed to qualify products and services for FM on an efficient basis.

FM is growing so fast that continuous information is needed on station images and markets served whether the advertisers are local, regional, or national in character.

Concert Network, Inc., with headquarters in New York City, has consistently provided qualitative information about its four member stations—WNCN, New York; WBCN, Boston; WHCN, Hartford; WXCN, Providence.

On the other hand, since FM has been by-passed by national advertisers for so many years, many stations are not particularly concerned. Sales organizations have been tuned to local and regional advertisers. National representation has been sparse.

This FM disinterest—or rather difficulty in reaching and selling national advertisers and their agencies—is expressed rather frankly.

One prominent FM broadcaster in Washington, D. C., when asked about what he is doing to make FM a more attractive buy for national advertisers, answered quite candidly: "Nothing! By that I mean that we are putting out a good program service, largely background music.

"Our national reps haven't the time to do a proper sell on FM, nor does our national sales manager. The result is that we manage to sell out the FM station pretty well to local advertisers, but ignore the national field."

Another FM broadcaster, well over 1,000 miles away, replied this way: "I hadn't even thought of the question before, and am at loss for a direct answer.

"We keep a listing in Standard Rate & Data. Our national rate is just about production cost. . . . I have cooperated in furnishing data to two of the new FM

agencies, but nothing seems to happen. . . . I should have mentioned that I turn down as much local advertising as we have on the station. It must be compatible with fine music. . . ."

From KHJ-FM, Los Angeles, comes this: "We're doing the best job we can on AM. We're duplicating on FM. The advertiser gets FM free. How attractive can you get?"

Need for Data

Media buyers, when asked about the disadvantages of FM as an advertising medium, cite the need for quantitative and qualitative data.

Quantitative—the extent of FM penetration in all marketing areas, size of total FM audience, listening patterns by day and day-part, kinds of programming all FM stations are using (e.g., Pulse).

Qualitative—characteristics of FM audience in terms of sex, age, income, education, and other socio-economic factors; attitude of audience toward FM, particularly in relation to AM, TV, and other media (e.g., QXR Network).

In effect, buyers want much the same data they obtain for radio. But they should put more stress on qualitative information.

Such data are obtained from some FM stations in major markets.

Incidentally, Campbell-Mithun, Minneapolis, advertising agency, reports that where FM set penetration exceeds 25 per cent FM is recommended when appropriate.

With the impetus provided by the big boom in hi-fi, stereophonic, and FM set sales, more interest is being displayed by stations in providing FM data.

WBBM-TV, Chicago, has come up with data on FM in Chicago. It is represented nationally by CBS Radio Spot Sales.

Westinghouse Broadcasting Company has been doing much research. Ways to sell FM are getting particular attention. Its Boston station, WBZ-FM, in addition to audience data, offers a *Program Rotation-Repetition Plan*. Through the purchase of 15-minute segments that rotate from day to day in different time areas and different music areas, the advertiser can take advantage of varying audience likes and dislikes. Thus, maximum exposure is provided. Times are on a fixed schedule and provide repetition to each audience.

Significant Developments

Possibly the most significant developments to make FM more attractive to national advertisers have happened recently:

... Announcement by the WQXR Network that plans are under way to expand regionally.

... Group presentations on behalf of FM by the FM Broadcasters of Southern California. (The Los Angeles area has been termed one of the "hottest" FM markets in the country.)

... Reorganization of the FM Developers Association

Buy Boston the way Boston Stores Do

For example — *grocery stores.*

For 21 years the Herald-Traveler has led Boston papers in the retail grocery lineage.

Boston food stores — like those in almost all retail classifications — know that the people who have more money buy more of everything, including even the most essential foods.

The Herald-Traveler, in addition to delivering the *largest circulation* of the standard-sized Boston papers, delivers more of the "Upper Two-Thirds" — the middle and higher income families who are almost everybody's best customers.

For 27 years — leadership in total retail lineage. For 31 years — leadership in national lineage.

Get the best of Boston's home-delivered circulation with the Herald-Traveler.

The BOSTON HERALD-TRAVELER
Gives you
the
**"Upper
Two-Thirds"**

Represented nationally by **GEORGE A. McDEVITT CO.**,
New York • Philadelphia • Detroit • Chicago
Los Angeles. Special travel and resort representative:
HAL WINTER CO., Miami Beach



into the FM Broadcasters Association. This is a move to have a national representation.

... A new study of FM by Maxon, Inc. Ray Stone, head time buyer, reveals that this will be a repeat of the comprehensive 1956 study. It is scheduled for release in September.

... The continuing boom in sales of electronic units equipped to receive FM.

Two Major Problems

James Sondheim, manager of the WQXR Network, lists two major problems in selling FM on a national basis:

a. *The limited area covered by any individual station or network.* To meet this, WQXR is planning to expand the network so that it encompasses the top market areas within a rectangle bounded by Detroit and Columbus on the west, and Washington, D. C., and Boston on the east. This area contains more than 50 million people, and it is

large enough to compel the attention of national advertisers and their agencies.

b. *The lack of research of a type which will enable media people to pigeonhole FM within the same new cubicles as AM and TV.* The network is continuing its efforts to expand available research material for affiliated stations. This includes Pulse studies and listenership data.

Indications are that many stations, particularly in major markets, are expanding their research efforts. KCMO-FM, Kansas City, has continuous studies of audience composition made. These are by Pulse and Verifak, Inc. KITT, San Diego, reports monthly to advertisers, using information obtained from SRDS and Pulse.

FM is attracting many national advertisers, but compared with AM Radio and TV the number is very small. This may change as costs for other media continue to rise, as major media continue to regionalize.

There is every indication that stations are stepping up their promotion, which naturally results in more sales information on stations in individual markets.

One reflection of FM's growth is the increased sources of information on programming. Stations in various major markets offer program guides, many of them subscription publications.

Particularly significant is the fact that broadcasters with AM-FM affiliations (many are engaged in simulcasting) are now beginning to promote their FM facilities on AM stations.

Possibly one of the best cues that means something to advertisers and their agencies, insofar as possible audience potentials are concerned, is provided by the huge increase in the number of electronic units which can receive FM. Reliable sources report that sales for the first quarter of this year (hi-fi, stereophonic, and FM sets) are up more than 100 per cent over a comparable period last year.

Current estimates place total FM set ownership at 15 million. U.S. set production was reported at 740,145 in 1958. Foreign imports accounted for an estimated 250,000 additional sets in 1958. When these figures are compared with current sales reports, the consumer rush to FM assumes significant proportions. Domestic manufacturers have rushed back into FM set production—with considerable emphasis on stereophonic sound. Zenith, long a dominant force in purely FM set manufacture (as opposed to console combinations of AM-FM and phono components), continues to set the pace. Zenith and New York's Granco Products, Inc. (which has a somewhat greater interest in the lower end of the market) account for approximately three-quarters of the FM set market, splitting that share evenly between them. No other manufacturer comes close to these two.

As has been mentioned, the stage is set for the emergence of FM as a national advertising medium. Activity is increasing in all areas, station growth, audience growth, program development, networking, group selling, and research. But one over-all question must still be answered: "Will it be class or mass?"

FM GROWTH—RATES

Although AM is a bigger factor in radio broadcasting than FM—with about six AM stations to each FM—a number of important facts about FM's growth stand out. A MEDIA/SCOPE check of 14 selected cities reveals the following:

FM STATION GROWTH COMPARED TO AM

1. Between January 1956 and May 1959, the number of AM stations increased from 96 to 112. During this same period FM stations increased from 21 to 47, more than double. The AM-FM combinations (where the facilities are sold as a unit), dropped from 61 to 49.

2. Only 10 new AM stations were added compared to 23 new FM stations.

3. Eight stations that operated AM-FM facilities can now be purchased separately.

4. Los Angeles added six FM stations, but discontinued one; Chicago added four, Detroit and San Francisco both added three (although San Francisco dropped one).

5. In the current SRDS Spot Radio Rates and Data, 158 radio construction permits are issued; 106 are AM, 52 are FM.

In California there are 28 construction permits issued, with 24 for FM and four for AM.

It is interesting to note that in California these new AM stations are for smaller cities, while FM stations will be built in all types of cities.

FM RATES COMPARED TO AM

1. AM. Compared to the average costliest minute for every AM station on the air in January 1956, the average for May 1959 was 47 per cent higher.

2. FM. The average costliest minutes for FM increased five and one half per cent between January 1956 and May 1959.

3. AM-FM. The average costliest minute in May 1959 was 1.4 per cent lower than for January 1956.

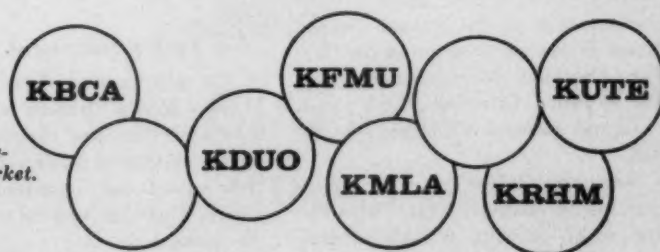
fm *the medium with a
powerful influence with
people worth influencing!*

fm

radio—a potent force in the rich Southern California Market

The fastest growing entertainment medium today, FM Radio fulfills the increasing public demand for high fidelity music reproduction—programmed, with limited commercial content, to please the tastes of discerning men and women. ● Pulse says 48.7% of the homes in the Los Angeles Metropolitan Area have FM sets. This represents 1,006,000 FM homes. A very substantial percentage of people who prefer *good music* cannot be reached as effectively by an advertising message in any other broadcasting medium. ● The FM audience is comprised of mature men and women. They're intelligent, well-informed, highly educated individuals whose income is higher than average. In short, FM reaches a *quality* audience. ● Alert advertisers who are using FM are getting results. Every agency and advertiser owes it to himself to investigate, consider and evaluate FM.

Choose one or all of these stations to sell the quality-conscious FM audience in the Southern California Market.



*This advertisement sponsored by members of the FM Broadcasters Association of Southern California, 2917 Temple Street, Los Angeles 26, California



CLEVELAND'S media group honored Harry M. Grinton, retiring vice president and district manager, Ohio District of McGraw Hill Publishing Co., Inc., at a luncheon recently. From left: Herbert Selby, vice president and media

director of Meldrum & Fawcett; Carl J. Coash, his successor; Mr. Grinton; and William Chalkley, vice president and media director of Fuller & Smith & Ross, Inc. The group meets at the Theater Grill.

Media-buyer Groups Remain Active

Chicago Agency Media Group will participate in Annual Educational Workshop co-sponsored by CFAC and WAC. Media Workshop will have "Media — Media Planning and Selection" as its theme.

SUMMER will not bring a cessation of activity for media-buying associations formed this last 12 months in various parts of the country. Although no formal programs are scheduled, some will carry on projects and discussions designed to improve media-buying knowledge and techniques.

Chicago and Media Workshop

Very active will be the Chicago Agency Media Group, which is now participating in the Annual Educational Workshop program of the Chicago Federated Advertising Club and the Women's Advertising Club.

Course sessions will begin in early fall.

Reginald Dellow, vice president and media director, Grant Advertising, in his capacity as CAMG's program chairman, will represent the association. CAMG participation will be extensive. Miss Elaine Kortas, CAMG secretary, and media manager, Marsteller, Rickard, Gebhardt & Reed, Inc., is co-chairman of the media workshop. Chairman of the

Media Workshop, representing CFAC, is Harold E. Green, executive editor of MEDIA/SCOPE. Other committee members representing CAMG will be announced shortly, he reported.

Eight sessions, each 90 minutes long, will deal with media, and media planning and selection.

Also in the planning stage for CAMG is a survey on projects and activities for the coming season. Election of officers will be held at the first fall meeting in September.

New York's Successful Season

The next meeting of the New York Agency Media Planners is scheduled for September. Just completed was a highly successful four-meeting season (the group was organized just this year). There are now 83 members in the group.

The twin problems of how much coverage and how often were considered at the June meeting—a discussion session.

Among the topics covered was the relationship between frequency and response. One member explained the

gap between exposure of large media audiences and relatively small buying response by stressing two intermediate steps: perception of message and meaningful communication with the perceivers.

During discussion of mixing media for greater coverage, the point was made that for products of limited appeal, one special-interest medium might do the entire job by isolating the prospect group. It was thought that picking a basic medium and sticking to it is the wisest course where a limited budget or the nature of the copy message may dictate use of but one medium; product distribution may limit coverage geographically; crucial components of the best media mix may be unavailable; discount structures may make it uneconomical to go beyond one medium.

A major difference between print and broadcast, it was said, lies in the "permissive" nature of print, leaving to each reader the time spent with any publication. Broadcasting, on the other hand, was termed "controlled." The viewer cannot linger over a 20-second commercial.

But this difference allows attachment to home receivers of devices that measure how long and how often each household is tuned to each station. This permits pretesting of any combination of spot frequency, time periods, and stations without actually buying, it was contended.

IMBA Officers Re-elected

It's a second term for all officers of the International Media Buyers Association. At a business meeting May 20 at New York's Advertising Club, Frank Bernarducci, media director of National Export Advertising Service and first president of the IMBA, was re-elected with his entire slate of founding officers.

Returned to the vice presidency was Patrick A. Petrino, of Robert Otto Company, Inc. Karen Hiort of Foreign Advertising & Service Bureau, Inc., and Annette Young, of Fuller & Smith & Ross, Inc., were re-elected as secretary and treasurer, respectively.

In addition to voicing satisfaction with the administration of the founding officers, the IMBA formalized its constitution and by-laws. These were read to the members and approved after addition of minor changes. Next meeting will be in September. ■

media
ying
medi-
and
the

me-
oint
ited
ium
ing
ght
and
urse
ure
use
bu-
hi-
est
is-
co-

nt
he
g
th
ne
"
D-

-
it
n
y
e

Young Chicago loves to buy...



...the Chicago Sun-Times

The young families are the big buying families,
in Chicago as anywhere else. But nowhere else can you
reach them more effectively. In Chicago,
more young families read the Sun-Times than any other newspaper.

Special interest magazines



In MOTOR BOATING the partnership of interest between advertiser and reader usually leads to dramatic *action*. Recently the makers of Ancarrow Sports Runabouts—priced at \$3,500 to \$24,000—wrote the publishers: "We are pleased to tell you that of all the boats we sold, through magazine advertising, all but one were made to readers of MOTOR BOATING."

Action like this is to be expected because the MOTOR BOATING reader, whether his hand guides a sailboat tiller or controls a motorboat, constantly demonstrates his interest in the many products that make boating the most enjoyable of all family recreations.

*"...of all
boats sold
through magazines,
all but one...to readers of Motor Boating."*



get **ACTION!**

Boating enthusiasts read **MOTOR BOATING** with keen absorption—whether the pages contain advertising or editorial material. As a matter of actual statistics, most **MOTOR BOATING** readers turn to the advertising content first!

"Special interest" means **ACTION!**

What is true of **MOTOR BOATING**—and its action-getting power—is true of all Hearst Special Interest Magazines.

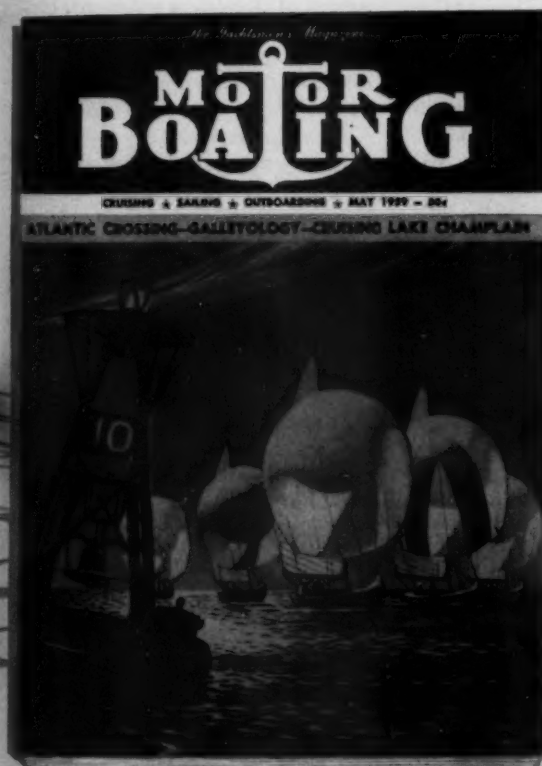
Each is tailored, in editorial content, to a specific market—with an intimate knowledge of that market's interests. And as a result, editorial and advertising content work in tandem—to

spark sales results and profits *at the local level.*

So if you want *action* in terms of sales, look to the medium that is geared for *action*, saleswise. Advertising dollars work hardest where interest is greatest...and readers of Hearst Special Interest Magazines are already sold—only need to be told!

Six Keys to Profits Through Action

- Hearst readers are prospects, not just suspects
- Advertising is focused where interest is keenest
- Editorial and advertising content work together
- Editorial integrity lends prestige to advertising
- Each Hearst Magazine is an authority in its field
- Hearst readers are sold—only need to be told!



HEARST MAGAZINES GET ACTION

SPORTS AFIELD	Bride & Home	MOTOR
COSMOPOLITAN	SCIENCE DIGEST	POPULAR MECHANICS
BAZAAR	American Druggist	TOWN & COUNTRY
House Beautiful	NEW Medical Materica	Good Housekeeping

© 1939 by the Hearst Corporation

THE PROPOSAL: A new bureau to audit both paid and free circulations of business publications. This would be independent of all auditing groups now existing, including the Audit Bureau of Circulations and Business Publications Audit.

The proposal was made by William A. Marsteller, president of Marsteller, Rickard, Gebhardt and Reed, Inc., at the annual convention, National Association of Industrial Advertisers. Previous to making this suggestion, Mr. Marsteller contacted a great many key advertising and publishing executives who would be affected by such a new effort. Much advice was obtained, with the new audit bureau idea the result.

Mr. Marsteller's contention is that existing auditing

groups are too limited by various influences to become a single auditing source—although he has very high regard for both ABC and BPA. Pointing to the growth of other audits for business publications, in addition to the two leading organizations, he stresses that comparability will be lost with multiple audit bureaus with varying standards. The purpose of an audit bureau, he contends, is to furnish verification and comparability, not to expound principles of circulation method. A new bureau would be free of direct or implied influence of publishing groups, would still be able to promote circulation values as desired. Leading business papers were praised for the data they are now providing. He stressed the need, also, for more attention to the media function.

Idea Stirs NIAA—Mixed Reaction to Proposal

WHAT WILL be the fate of the proposal to establish a new independent audit bureau for business publications? It is too soon to tell, but there is every indication that William Marsteller's suggestion is causing considerable speculation.

Reaction is mixed, with most people contacted by MEDIA/SCOPE commenting favorably. Most articulate are the business paper publishers.

Net effect of the idea is not expected to become clear for the next 30 to 90 days.

Both ABC and BPA have already held meetings in which the proposal has been discussed, they have issued statements (see Scope on Media, Page 9).

One fact is certain: The proposal captured a key—and controversial—

spotlight at the NIAA meeting in San Francisco, which seemed mainly concerned with name and organizational structure changes.

Mr. Marstel-

ler, himself, reports a most favorable response to his idea thus far, as he expected. But he also said that there are some publishing and auditing executives who disagree with his stand.

A prominent and long-respected publishing executive (who did not wish to be quoted) endorsed the idea heartily. He frankly doubted that ABC and BPA could get together and do the type of job necessary to provide comparable and verified audits. As things stand now, he believes both organizations are too inflexible.

Sentiment also exists to "see what ABC and BPA can do." The following responses are typical:

Speaking for *Billboard*, William D. Littleford, publisher, cites the need for both ABC and BPA.

"I think we need two auditing organizations—one to concentrate on raising standards of paid circulation papers and the other to do the same for free distribution papers. Any auditing organization that does both only ends up with compromises that tend to confuse or even disguise the different kinds of distribution. There are at least 20 different kinds of distribution that should be auditable. Until BPA clearly defines and audits

all kinds of free distribution, and ABC does the same for paid, I think it's unrealistic to think one organization can make faster progress."

A slightly different reaction comes from B. P. Mast, Jr., president of Conover-Mast Publications, Inc.

"Bill Marsteller has made a brilliant and timely contribution to the subject of circulation auditing. I congratulate him, particularly for calling attention to the chaos certain to result from the emergence of dozens of privately operated, profit-making auditing organizations.

"As to the creation of a single super-auditing bureau, I believe that the majority of the top ranking trade magazines would join. The circulation methods they now employ usually go far beyond the demands of the two existing non-profit auditing bureaus, ABC and BPA. But if the auditing requirements were far more demanding than the majority of the trade magazines now audited are geared to meet, then the membership of the proposed bureau would be too restricted to be representative.

"I suggest, therefore, that an effort be made to build on what is already available, and that a committee of advertisers and agencies work with ABC and BPA with the aim of expanding their services to include additional audited information that is useful to advertisers and feasible to provide."

Advertiser and agency reaction to Mr. Marsteller's proposal, though mainly favorable, follow along the three varying viewpoints.



William A. Marsteller

More Information Needed On Value of Audits

EDITOR'S NOTE: This timely article was scheduled before Mr. William Marsteller's proposal at the National Industrial Advertiser's annual convention in San Francisco last month. It outlines the difficulties encountered today by one of the biggest buyers of business publication space in the country.



By Elaine Kortas

UNAUDITED PUBLICATIONS are taboo at Marsteller-Rickard. We firmly believe in a tripartite audit by an independent audit bureau. So strongly do we believe that once each year we write unaudited publications stating our position and asking for their reasons for being unaudited. Our position on unaudited publications is also stated in our "Media Policies" booklet which says: "As a matter of agency policy, we support magazines whose circulation reports are confirmed by one of the independent circulation auditing bureaus.

"1. We will recommend unaudited publications only with a clear statement of why we are doing so. If an unaudited publication is on a recommended list, it must always be identified as such.

"2. In case of choice, we recommend audited over unaudited publications.

Miss Kortas is media manager of Marsteller, Rickard, Gebhardt and Reed, Inc., Chicago.

"We also uphold the NIAA's position on unaudited publications as set forth in its booklet, 'A Case for Audits for Business Papers'."

Last year we wrote 110 publications asking why they remained unaudited. Forty-nine publications replied. The replies from various publications varied greatly, from logical reasons to threats. Some publications accused us of being commission salesmen for an audit bureau. However, we pointed out that we feel strongly that comparisons of circulation can be made only when publications are judged by a tripartite group, and facts presented to buyers of space on a uniform and equal basis. What all buyers of space seek is a standardization of facts presented on a comparable basis. At times it seems this goal becomes more and more distant.

Who's to Blame?

Agencies? Advertisers? Publishers? Audit Bureaus?

From the replies we've received, all four groups are responsible.

Advertisers and agencies for not demanding the circulation facts audited before using the publication.

Publishers for making excuses, such as, "too expensive"—"won't do us any good"—"we're an Association."

Audit Bureaus for not working more closely with publishers. Obstacles of varying sorts face some publications, which keep them from becoming members of an independent audit bureau. Old arguments between audit bureaus and publishers keep cropping up, arguments which could be resolved to the benefit of all if full consideration of all the facts of the individual problem were discussed.

The replies can be classified as follows:

- Cost factor
- Association publications
- Past problems with audit bureaus
- Refusals
- Don't meet requirements of audit bureaus with which they would like to become associated
- Plan to apply for audit
- Possible future members

(Continued on next page)

THE PROPOSAL: A new bureau to audit both paid and free circulations of business publications. This would be independent of all auditing groups now existing, including the Audit Bureau of Circulations and Business Publications Audit.

The proposal was made by William A. Marsteller, president of Marsteller, Rickard, Gebhardt and Reed, Inc., at the annual convention, National Association of Industrial Advertisers. Previous to making this suggestion, Mr. Marsteller contacted a great many key advertising and publishing executives who would be affected by such a new effort. Much advice was obtained, with the new audit bureau idea the result.

Mr. Marsteller's contention is that existing auditing

groups are too limited by various influences to become a single auditing source—although he has very high regard for both ABC and BPA. Pointing to the growth of other audits for business publications, in addition to the two leading organizations, he stresses that comparability will be lost with multiple audit bureaus with varying standards. The purpose of an audit bureau, he contends, is to furnish verification and comparability, not to expound principles of circulation method. A new bureau would be free of direct or implied influence of publishing groups, would still be able to promote circulation values as desired. Leading business papers were praised for the data they are now providing. He stressed the need, also, for more attention to the media function.

Idea Stirs NIAA—Mixed Reaction to Proposal

WHAT WILL be the fate of the proposal to establish a new independent audit bureau for business publications? It is too soon to tell, but there is every indication that William Marsteller's suggestion is causing considerable speculation.

Reaction is mixed, with most people contacted by MEDIA/SCOPE commenting favorably. Most articulate are the business paper publishers.

Net effect of the idea is not expected to become clear for the next 30 to 90 days.

Both ABC and BPA have already held meetings in which the proposal has been discussed, they have issued statements (see Scope on Media, Page 9).

One fact is certain: The proposal captured a key—and controversial—spotlight at the NIAA meeting in San Francisco, which seemed mainly concerned with name and organizational structure changes.



William A. Marsteller

Mr. Marstel-

ler, himself, reports a most favorable response to his idea thus far, as he expected. But he also said that there are some publishing and auditing executives who disagree with his stand.

A prominent and long-respected publishing executive (who did not wish to be quoted) endorsed the idea heartily. He frankly doubted that ABC and BPA could get together and do the type of job necessary to provide comparable and verified audits. As things stand now, he believes both organizations are too inflexible.

Sentiment also exists to "see what ABC and BPA can do." The following responses are typical:

Speaking for *Billboard*, William D. Littleford, publisher, cites the need for both ABC and BPA.

"I think we need two auditing organizations—one to concentrate on raising standards of paid circulation papers and the other to do the same for free distribution papers. Any auditing organization that does both only ends up with compromises that tend to confuse or even disguise the different kinds of distribution. There are at least 20 different kinds of distribution that should be auditable. Until BPA clearly defines and audits

all kinds of free distribution, and ABC does the same for paid, I think it's unrealistic to think one organization can make faster progress."

A slightly different reaction comes from B. P. Mast, Jr., president of Conover-Mast Publications, Inc.

"Bill Marsteller has made a brilliant and timely contribution to the subject of circulation auditing. I congratulate him, particularly for calling attention to the chaos certain to result from the emergence of dozens of privately operated, profit-making auditing organizations.

"As to the creation of a single super-auditing bureau, I believe that the majority of the top ranking trade magazines would join. The circulation methods they now employ usually go far beyond the demands of the two existing non-profit auditing bureaus, ABC and BPA. But if the auditing requirements were far more demanding than the majority of the trade magazines now audited are geared to meet, then the membership of the proposed bureau would be too restricted to be representative.

"I suggest, therefore, that an effort be made to build on what is already available, and that a committee of advertisers and agencies work with ABC and BPA with the aim of expanding their services to include additional audited information that is useful to advertisers and feasible to provide."

Advertiser and agency reaction to Mr. Marsteller's proposal, though mainly favorable, follow along the three varying viewpoints. ■

More Information Needed On Value of Audits

EDITOR'S NOTE: This timely article was scheduled before Mr. William Marsteller's proposal at the National Industrial Advertiser's annual convention in San Francisco last month. It outlines the difficulties encountered today by one of the biggest buyers of business publication space in the country.

By Elaine Kortas

UNAUDITED PUBLICATIONS are taboo at Marsteller-Rickard. We firmly believe in a tripartite audit by an independent audit bureau. So strongly do we believe that once each year we write unaudited publications stating our position and asking for their reasons for being unaudited. Our position on unaudited publications is also stated in our "Media Policies" booklet which says:

"As a matter of agency policy, we support magazines whose circulation reports are confirmed by one of the independent circulation auditing bureaus.

"1. We will recommend unaudited publications only with a clear statement of why we are doing so. If an unaudited publication is on a recommended list, it must always be identified as such.

"2. In case of choice, we recommend audited over unaudited publications.

Miss Kortas is media manager of Marsteller, Rickard, Gebhardt and Reed, Inc., Chicago.

"We also uphold the NIAA's position on unaudited publications as set forth in its booklet, 'A Case for Audits for Business Papers'."

Last year we wrote 110 publications asking why they remained unaudited. Forty-nine publications replied. The replies from various publications varied greatly, from logical reasons to threats. Some publications accused us of being commission salesmen for an audit bureau. However, we pointed out that we feel strongly that comparisons of circulation can be made only when publications are judged by a tripartite group, and facts presented to buyers of space on a uniform and equal basis. What all buyers of space seek is a standardization of facts presented on a comparable basis. At times it seems this goal becomes more and more distant.

Who's to Blame?

Agencies? Advertisers? Publishers? Audit Bureaus?

From the replies we've received, all four groups are responsible.



Advertisers and agencies for not demanding the circulation facts audited before using the publication.

Publishers for making excuses, such as, "too expensive"—"won't do us any good"—"we're an Association."

Audit Bureaus for not working more closely with publishers. Obstacles of varying sorts face some publications, which keep them from becoming members of an independent audit bureau. Old arguments between audit bureaus and publishers keep cropping up, arguments which could be resolved to the benefit of all if full consideration of all the facts of the individual problem were discussed.

The replies can be classified as follows:

Cost factor

Association publications

Past problems with audit bureaus

Refusals

Don't meet requirements of audit bureaus with which they would like to become associated

Plan to apply for audit

Possible future members

(Continued on next page)

(Continued from page 61)

Have CPA Audits
Threats
Misunderstanding of services.

Area for Audit Bureaus

Here are some excerpts from letters we have received. These are obstacles which the audit bureaus could overcome.

"Referring to your letter we have had under consideration for a long time the matter of going for our publication. We have been keeping our records in accordance with the rules of just as though we expected them to be submitted for an audit. However, since it would probably cost us \$500 or \$600 extra to belong to, we feel that at this time this action is not justified. We are thoroughly in sympathy with the NIAA Committee on this and intend to comply in due course."

"ABC membership is quite expensive. The cost of operating a subscription fulfillment department under ABC supervision is much greater than operating one without such supervision. For example, we do not re-

tain original orders as ABC requires. The cost of retaining original orders and the cost of referring to them is quite considerable."

"Our circulation does not match the pattern of most commercial publications. Part of the paid circulation comes in as group subscriptions. We do not fit the pattern of either or We can certainly understand why you are interested in getting publications to have their circulation audited . . . you are probably also familiar with our circulation situation. To be perfectly frank with you, we have investigated the possibility of auditing our magazines. But neither of the recognized independent audit bureaus provides the type of system which seems to fit our requirements."

"Frankly we face a dilemma . . . we would like to be able to supply you with an audit. We have discussed our situation with all three publication audit services. As yet there doesn't seem to be any solution. . . ."

"Since our readers are not individually paying for their subscriptions, we are not eligible for ABC . . . on the other hand, our circulation,

which is hand-picked by suppliers who are paying from 47 to 62 cents for each individual subscription, is on a higher plane and quite different from that generally audited by BPA and other business paper auditing bureaus. . . ."

Area for Agencies

Here's where the agencies are at fault:

"It sounds trite and contrived to say this, but you are the first person to request that we become a member of an independent audit bureau. . . ."

"Yours is the second request we have received. . . ."

"Fortunately, most advertisers consider results far more important than audits."

"If an audit meant anything we would certainly have one, but inasmuch as, in our industry, an audit means absolutely nothing, we, therefore, can find little reason for making the expenditure."

"We wish an audit meant something factual. We have often felt that, considering the caliber of our competition, a meaningful audit might some day be of assistance, but to date we know of no place to obtain one."

"The whole situation boils down to this: Which is more important to the advertiser, to your clients:—audits, or more inquiries, orders, and sales?"

"We have seriously investigated the advisability of having our circulation independently audited. The agency to which we applied was extremely indifferent, failed to give us the courtesy of answering our letters, and when I made a personal request at its headquarters, I was never able to elicit anything more than a vague disinterest on the part of anyone."

"Our publication is audited and for your files I am attaching a copy of such audit . . . it is by the same auditors who audit our books and prepare our financial statement."

Association Statements

"Our thanks for your booklet on advantages of auditing publications. We are in complete accord and only wish we could offer an additional guarantee over and above our sworn statement . . . our governing body feels, however, that because of the unique position of this journal that the gives advertisers exceptional coverage through membership alone. Should we be able to

Urgent Notice to:

* LENNEN & NEWELL

* BBDO

FORBES June 15 issue shoots straight from the shoulder about the men in the saddle at your client, American Broadcasting-Paramount Theatres. How is top-hand Goldenson's "critics-be-damned, public-be-pleased" policy paying off? Is ABC's Western-type programming shooting sizeable holes in CBS and NBC ratings? Can the network's 4-night-a-week strength carry its 3 admitted weak-nights? How much of a hobble is Paramount's 512-theatre chain, with 20% of its houses now running scared?

FORBES' penetrating analysis answers these and other pay-off questions. Nowhere else can you gain a better insight or more thorough understanding of your client's aims and problems.

That's why over 300,000 key executives look to FORBES . . . look in FORBES . . . for facts that keep them in the know. Every twice-a-month issue highlights news-making companies and industries—brings you inside, incisive information on what's happening and why. FORBES' *Decision-Power* . . . 300,000 strong . . . is pulling more and more advertisers into the pages of FORBES, regularly. Your copy of June 15 FORBES sent free. Address FORBES, Dept. 555, 70 Fifth Avenue, New York 11, N. Y.



FORBES GIVES YOU 300,000 DECISION-POWER

convince them of the value of auditing, we will most certainly do so, and plan to make use of the material you forwarded."

"It is our feeling that our already overworked staff could not handle the extra work involved. We feel there is a great difference between a commercial trade publication and a non-profit professional publication."

"While we concede that this material certainly has application for many books, we humbly submit that for a book like ours such an audit has no particular purpose. Attached is a roster of the members of our association."

Adverse Responses

"In time I hope to have my publication qualified for a verified circulation audit. However, that time has not yet arrived. In the meantime, you may wish to omit from your news release mailings until it can join some auditing group or service. I will hold all material from your firm in abeyance for the time being."

"We have always fought for true facts and will continue to do so as long as I am editor. Your space buying policy is not giving your clients what they expect from you and, if I have learned anything . . . you cannot hold your clientele."

Success

"We know a lot of things have helped us in selling the idea, but feel that your letter along with your booklet 'Media Policies' was the proverbial straw."

It seems the audit bureaus need to provide more and more information to agencies, publishers, and advertisers, so that a clearer understanding of the values of an independent audit is given. A recent AAAA Bulletin pointed out: "Approximately one-third of the business publications are audited by ABC, BPA, or VAC. These audited books, however, carry about 80 per cent of the advertising volume placed in business papers." Is this a fact generally known to un-audited publications?

In closing we, as an agency, don't want just any audit, but a standardized audit done by a reputable organization containing comparable facts and figures which cannot be questioned in any manner.

Media/dates

AUG.

12-13: Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

28-30: West Virginia Broadcasters Assn., The Greenbrier, White Sulphur Springs, W. Va.

SEPT.

13-16: Direct Mail Advertising Assn. Queen Elizabeth Hotel, Montreal.

16-19: Mail Advertising Service Assn., Queen Elizabeth Hotel, Montreal.

23-24: National Business Publications, Hotel Roosevelt, New York.

25: Advertising Research Foundation, Waldorf Astoria Hotel, New York.

28-30: Southern Newspaper Publishers Assn., Arlington Hotel, Hot Springs, Ark.

29: Newspaper ROP Color Conference, The Biltmore, New York.



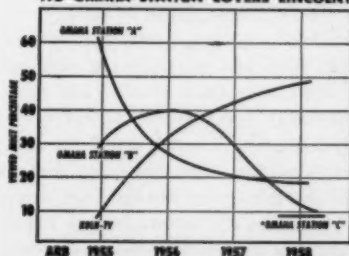
YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

NO OMAHA STATION COVERS LINCOLN



The Folger Stations

WKEB-TV — GRAND RAPIDS, MICHIGAN
WKEB-TV — GRAND RAPIDS, MICHIGAN
WKEB-TV — GRAND RAPIDS, MICHIGAN
WKEB-TV — GRAND RAPIDS, MICHIGAN
WKEB-TV — GRAND RAPIDS, MICHIGAN
WKEB-TV — GRAND RAPIDS, MICHIGAN
WKEB-TV — GRAND RAPIDS, MICHIGAN
WKEB-TV — GRAND RAPIDS, MICHIGAN

Associated with:
WKEB-TV — GRAND RAPIDS, MICHIGAN
WKEB-TV — GRAND RAPIDS, MICHIGAN
WKEB-TV — GRAND RAPIDS, MICHIGAN

There are just two big, important TV markets in Nebraska. One is in the extreme Eastern part of the state. The other is Lincoln-Land.

Lincoln-Land contains more than half the buying power of the entire state, and it's completely dominated by one TV station — KOLN-TV! In the Eastern market, no fewer than three TV stations compete for viewers' attention.

Avery-Knodel will give you all the facts on KOLN-TV — Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.



KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representative

How Good Is Your Newspaper Buying Formula?

By Eugene Dalgin



TO THE QUESTION "Do you use a formula for newspaper market buying?" most advertisers would answer "Yes." The vast number of markets and newspapers available generally dictate some kind of formula buying.

These formulae vary in complexity from multiple regression analyses to single measures such as population, but every formula makes some basic assumptions. For example; if sales, population, and income of metropolitan areas are correlated to determine newspaper market selection, there is an underlying assumption that it is desirable to use metropolitan areas for comparison. This article does not try to analyze the formulae themselves, but rather to examine some of the assumptions on which these rules of thumb are based.

Some formulae have little to do with marketing considerations. These include those based on milline rate or cost-per-thousand. In these cases advertisers attempt to obtain as much low-cost circulation as possible without regard to geographical markets.

One of the nation's largest advertisers selects newspapers on the sole

basis of milline rate. If a newspaper has a milline below a certain amount, it gets an *A* schedule. If the milline is higher, it gets a *B*, and so on.

An analysis of this advertiser's program for a single campaign reveals an illogical pattern of newspaper buying. For example, following the formula to its logical conclusion would have meant that the San Francisco-Oakland Metropolitan Area (seventh largest in the nation) would not have received a single *A* schedule. This was corrected. In most of the list, however, where adjustments were not made, there were peculiar situations, e.g., there was over 120 per cent coverage in the states of Ohio and Pennsylvania, while parts of California were hardly covered at all. In some metropolitan areas there was as much as 160 per cent coverage with *A* and *B* schedules. In others just as important, but with little penetration, there were only *C* schedules.

Naturally, any rule of thumb that ignores geography in favor of "economy" will result in this kind of imbalance. Low milline rates often exist for good reason. In some markets there is so much duplication between papers that milline rates have to be low to attract business. This is not to say that duplication is undesirable, for multiple impressions are valuable, but duplication at the expense of

reaching people for the first time is hardly economical.

City Zone Size Formulae

Moving to more reasonable grounds, we find market selection based on city zone size. Here we have a more justifiable guide, based on people. The question is, how many people? Most of the country's great cities have become virtually saturated with population, and the spillover has gone far beyond the close suburbs included in the usual city zone definitions.

It is interesting to analyze the growth of our metropolitan areas into city zone vs. the areas outside the city zone. For example, in the New York-Northeastern New Jersey Metropolitan Area, the New York City Zone had fallen from 65 per cent of the metropolitan area in 1950 to 58 per cent in January 1958.

In a more rapidly growing area such as Los Angeles-Long Beach, the contrast is even more startling. The city zone population had declined from 60 per cent of the metropolitan area in 1950 to 45 per cent in 1958. Looking at it in another way, what difference does it make if the city of Los Angeles' population is only 60 per cent of Chicago's population (2,328,100 vs. 3,834,000) if the met-

Mr. Dalgin is research manager of Ridder-Johns, Inc., national newspaper representatives. He is active in the American Marketing Association.



In the New York market
8,210,000 ADULTS
BUY GROCERIES
within a single week

—and 42% of these grocery buyers are
Daily News readers...total more than all other
New York City morning papers combined,
or all evening papers combined!

Source: *Profile of the Millions—2nd Edition*,
a comprehensive study of the New York Market.
(For a presentation, call any News office.)

In The News alone you reach 3,490,000 adult food buyers in any week—market enough to clear supermarket racks, move trainload orders, ring cash registers all over the metropolitan area. The fact that grocery store advertisers for more than two decades have spent more in The News than in any other New York newspaper is evidence that it gets results.

And The News can sell caviar as well as cornflakes, supermarket deals or suburban developments, any major purchase item—because it delivers more than mere numbers! More middle and high incomes, more families with children, more home and car owners, more quality buying power; as well as a better reception for advertising, and better response. No other medium delivers so much sell for the money.

If you aren't realizing the volume you should have in America's first market, you owe it to yourself to take a new look at The News. Any News office can give you the details.

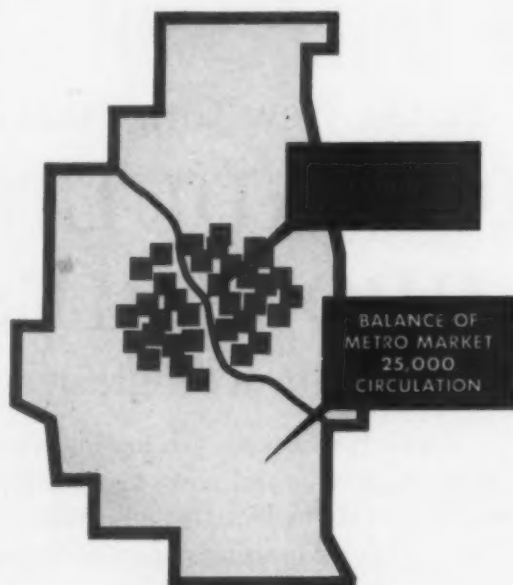
THE NEWS, *New York's Picture Newspaper*

More than twice the circulation, daily and Sunday, of any newspaper in America.

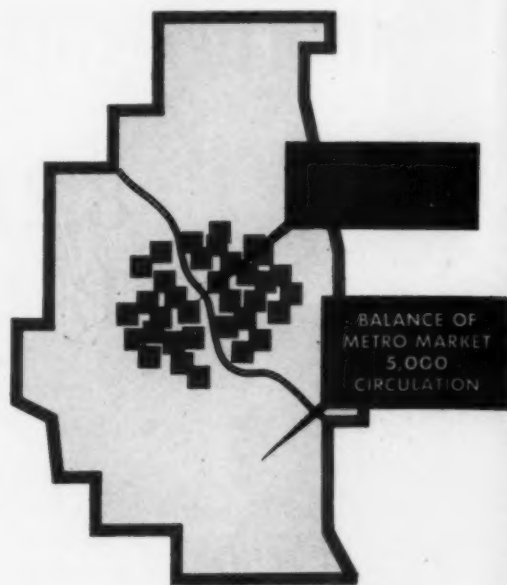
News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4
—3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

What's *COVERAGE* of this 200,000 HOUSEHOLD METRO MARKET?

PAPER A



PAPER B



**BOTH PAPERS HAVE
50,000 CIRCULATION AND 25% COVERAGE**

ropolitan areas are almost identical in size (6,109,100 vs. 6,266,200)?

This type of growth has occurred in most of America's metropolitan areas. Therefore it does not seem reasonable to use an outmoded yardstick when more useful measures exist. Again, it is people we are seeking, and not arbitrary boundaries. To keep up with the changes in growth patterns we have an excellent tool: the metropolitan area.

The metropolitan area comes closest to the truth when we seek an ideal basis on which to construct a formula. Metropolitan areas account for the bulk of the spillover growth from the cities. Even here, however, there are pitfalls, particularly when the formulae are applied rigidly.

Extreme rigidity is evidenced by

several large newspaper advertisers who will advertise in a metropolitan area only if the *name* of the newspaper's home city appears in the name of the metropolitan area. Thus in one case Atlantic City (corporate city population 63,100, metropolitan area 144,200) is on the schedule while Newark (corporate population 454,100, home county 991,900) is ineligible.

An amusing sidelight that points up the poor logic of this system is the experience of the Long Beach (Cal.) newspapers. For years the Long Beach papers campaigned unsuccessfully for these schedules. Frequently advertisers pointed out that while the arguments seemed sound, the Los Angeles Metropolitan Area did not mention the name Long Beach. When the name of the area was finally changed

to Los Angeles-Long Beach, no further selling was necessary. What's in a name, indeed?

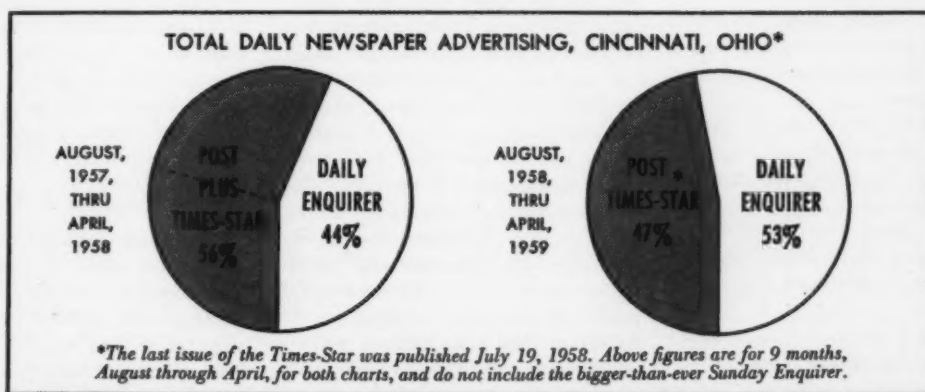
There are pitfalls even in more logical uses of metro area formulae. Since county lines must be followed (except in New England), there is no *necessary* relationship between the metropolitan area and a marketing unit. In a few cases metropolitan areas are actually statistical monstrosities. For example, the newspapers in some central city areas are city zone newspapers only. But total circulation of 50,000 in a metro area of 200,000 families theoretically gives one newspaper 25 per cent coverage of its metro area. Actually, the balance of the metro area is not really covered at all. In these areas city zone rather than metro area would be the better measure, even if the city

YES! *The Cincinnati Daily Enquirer is the Solid*

No. 1



in Total Advertising Linage



And it's building up a more solid lead, every month. Take a look.

- At the end of six months (August, 1958, through January, 1959) the Daily Enquirer's lead in total advertising was a whopping 1,450,000 lines.
- But look at the gain in momentum as well as lineage in the *next* three months. February through April, 1959, put The Enquirer ahead by an additional 850,000 lines—to post a nine-month lead over the Post-Times-Star—*now*—of more than 2,300,000 lines. (Source: Media Records)

Want the BIG picture?

Ask The Enquirer's Research Department to show you the latest Top Ten Brands Survey. Or call any office of Moloney, Regan & Schmitt, Inc.

Solid Cincinnati reads the **Cincinnati Enquirer**

zones must be ranked in the same list with metropolitan areas.

As discussed, in most metropolitan areas the pattern of growth has put the city zone into a position where it is an ever smaller portion of the whole. In most cases the central city newspapers have spread with the growth, and continue to give adequate coverage of the entire areas. Chicago, Detroit, Philadelphia, and most smaller areas follow this pattern. In a few areas this is not the case. It is important, therefore, particularly in the major metropolitan areas, to analyze area growth patterns and match them with the growth patterns of the newspapers. At times it is necessary to fill the breach with newspapers outside the central cities.

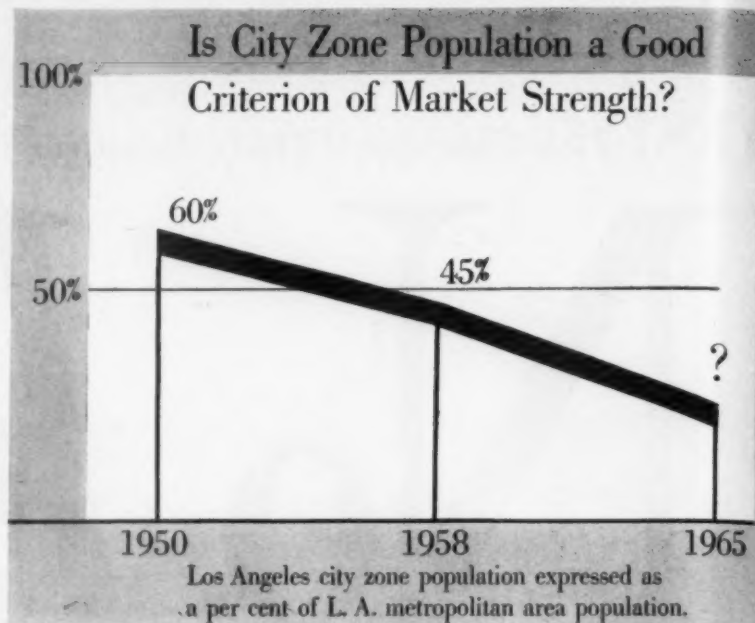
Multiple city metropolitan areas must also be carefully analyzed. Areas such as San Francisco-Oakland and Minneapolis-St. Paul must be treated in sections rather than as whole areas, for while they may be single units for marketing purposes, from a media standpoint they are separate and distinct areas. To find the extent of each area it is necessary to analyze its newspaper coverage county by county.

But in spite of occasional blind spots, the metropolitan area is an excellent basis for newspaper market selection formulae.

However, some very worthwhile markets are too often forgotten in the over-strict application of any formula.

The Places Formulae Forget

In the great corn and wheat belts of the country, in the Mountain States and in parts of the South, only a relatively small portion of the people live in metropolitan areas. Here smaller cities serve large numbers of people who live in even smaller towns and on farms. Small city zone size and lack of metropolitan recognition tend to keep them off schedules. This is unfortunate, for many of these towns have strong newspapers that range literally hundreds of miles into the hinterland. They often give good coverage of areas containing hundreds of thousands of people. An excellent example of this is Hutchinson, Kan. Hutchinson has a city zone of only 40,315 people, but its newspaper gives good coverage of about one-third of the land area of Kansas, encompassing a population of about



300,000. Its newspaper, with a circulation of more than 50,000, is larger than the newspapers in 131 of the 138 city zones between 50,000 and 100,000 in population. Yet a city zone formula reaching down as low as 50,000 would omit this strong regional newspaper.

These regional newspapers are not hard to spot. Running down a list matching city zone size with newspaper size below the formula cutoff point allows these newspapers to stand out. Their circulations will be much larger than those of other city zones in the same population range. They are a relatively small but useful group that enable the advertiser to fill important gaps in the agricultural and mountain states at relatively low cost.

Most formulae reflect the current status of population and sales. Few account for a dynamic growth situation. But growth areas offer unique opportunities. One thing retailers in these areas have discovered is that people who are coming into these new sections are less set in their buying habits. Changing their ways of life also seems to involve a willingness to experiment with new products to go with their new surroundings.

It would seem to offer advertisers an opportunity to establish a strong franchise before the areas become mature and stable.

Growth areas have an additional advantage in that they will soon become larger than others in their size group, and a product that can dominate at the current stage of development will have an automatic head start when the area increases in size.

Three Bases for a Formula

There are several bases for constructing a successful newspaper market selection formula. First, the formula should consider marketing factors rather than cost. It is only within the desired framework of markets that costs can be sensibly cut by eliminating the weakest of the group.

Second, a practical marketing area definition should be decided upon. The metropolitan area is generally the most applicable, for it best reflects population and growth.

Third, and most important, the base of the formula should be flexible. One of the greatest advantages of newspaper advertising is that it gives the advertiser a chance to adapt his selling to local conditions. Therefore, to use newspapers effectively the formula should be as flexible as the medium.

The logical result of such a program would be more intelligent investment in the newspaper medium, and, therefore, a greater return to the advertiser in the final reckoning: sales.

THE NIGHT THE PLUMBER CAME TO DINNER



By Gene Waggaman

Promotion Director, Macfadden Publications

Social class distinctions not only exist; they influence consumer buying behavior.

The plumber's pretty wife was miserable. All through dinner she had strained to make conversation with the charming wife of their host. Across the table, her usually ebullient and articulate husband seemed to be having an equally difficult time talking to the young junior executive who, on impulse, had invited them to dinner in appreciation of a tough job well done by a near neighbor in the same housing development.

Why was it that these two couples, both young and attractive, both in the early years of marriage and child-rearing, both, in fact, roughly equal in economic status . . . why was it that they could find so little in common to discuss, once "the job" and "the children" were covered?

The answer, baldly, lies in their social class placement: The plumber and his wife belong to the Wage Earner, working class; the other couple move in white collar, "executive family" social circles. And, in habits, living style and personal associations, these two social groups follow graphically different patterns. For—as penetrating studies made by Social Research, Inc., have clearly shown—background, origin, education and a plethora of social mores rise like an invisible wall to separate people into different social classes, even into distinctly separate markets for consumer products.

Talk to the plumber's wife, and you quickly find that she holds the traditional working class point of view that whereas his job is solely her husband's responsibility, it's strictly up to her to manage their house and

their children. She'll tell you that it's her man's job to *earn* the family money, but it's her special duty to manage and spend it wisely. In fact, her buying decisions are almost always unilateral—and final!

The executive's wife has a different approach. She not only acts as her husband's "social secretary," but also is convinced that the success of both her marriage and her husband's career depends upon her ability to keep up with her husband socially. In return, she expects her husband to share actively in helping with the children and the house. Too, she is used to shared responsibility in money matters—her husband handling savings, investments and insurance, she being family purchasing agent, subject to limitations of authority on expensive purchases.

Interestingly, these two young women handle their budget money in revealingly different ways.

The executive's wife deposits the money in her bank and simply writes checks as she needs them. She is not especially awed by having abstract figures represent her wealth.

The plumber's wife prefers her budget money in concrete dollars and cents. In fact, she has a budget-bank, with compartments for rent, utilities, marketing, entertainment, etc. Not only does this bank give her a vivid statement of her current purchasing power, but also, upon occasion it much more dramatically commands "go easy 'til next payday" than does a nearly red bank balance!

Even the reading habits of the two women differ. The women's service

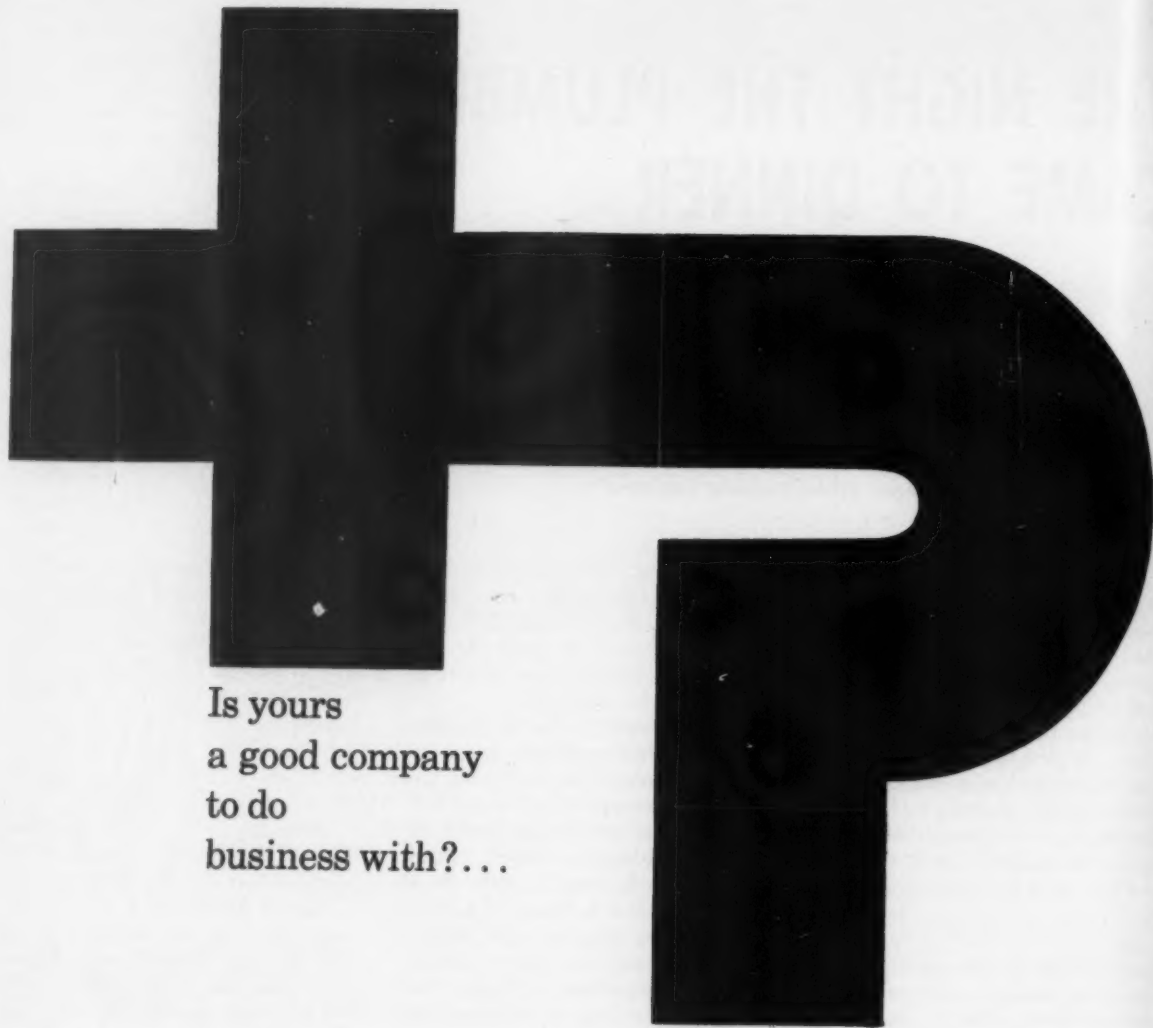
magazines, the generals, the weeklies, bi-weeklies and shelter magazines are in the province of the executive's wife. By contrast, the plumber's wife finds little to interest her in these publications, and thus, largely rejects them. Instead she is devoted to magazines like *True Story* or *True Romance*, which are edited with her specific needs and wants in mind.

There are many more contrasts that divide the two major social groups in our country sharply. From a business standpoint, it is of urgent importance that the executive recognize the fact that his own higher social class mores are not necessarily the universal desideratum . . . that other people may, and do, have different cultural symbols and aspirations.

It is equally urgent that the executive acquire a much more detailed knowledge of the millions of women like the plumber's wife, who comprise one of America's largest and most lucrative markets.

For, whether the plumber and his wife come to dinner in the executive's home or not, they and their fellow Wage Earners wield an enormous influence—both immediate and long-term—on the sweep and direction the executive's sales curve takes!

The findings of Social Research, Inc.'s studies are available in a compact brochure: "The Familiar Stranger." Write or call TRUE STORY WOMEN'S GROUP, 205 East 42nd Street, New York 17, N. Y.



Is yours
a good company
to do
business with?...

or only
fair
to do
business with?

You know the answer. But what about your customers and prospects? What do they think? Furthermore, what does your advertising encourage them to think? Does it contribute to the idea that yours is a good company to do business with? Naturally the magazine in which your advertising appears can contribute measurably to the total impression that readers get. For the impact of every advertisement is modified or magnified by its setting. What ad-

ditional impact magazines add—and how much—has now been determined through a technique sponsored by Fortune. Ask your Fortune representative to show you the results of this pioneering effort in qualitative research. The study was done by Social Research, Inc. A film presentation of the findings, "FORTUNE AT WORK," runs 30 minutes . . . and finally *proves* what you suspected all along. **FORTUNE**

New York / Boston / Chicago / Cleveland / Detroit / Los Angeles / Philadelphia / Pittsburgh / St. Louis / San Francisco



Japanese Media

Offer Marketing Opportunity

Here's an authoritative report on the surprising variety of Japanese media which offer access to one of the world's most vigorous economies.

By Irwin A. Vladimír

WALK INTO ANY PUBLIC place in Japan, from railroad stations to tea houses, and you'll think you're back in the U. S. when television first struck in the late 1940's. Sets abound in public places. I have watched hundreds of viewers absorbed in five different television sets near Tokyo's Shimbashi railroad station. Some sit; others stand. Some linger a few minutes; others appeared to settle down.

This public appetite for television epitomizes the vitality of Japan's media and, indeed, of its character as a market for goods.

A Booming Market

The market is certainly an inviting one. Japan has come a long way economically since V-J Day, and, according to the best estimates, the country's industrial resurgence is only beginning.

The 91.7 million people of Japan have the industrial skills necessary to achieve this. They also provide an ever-expanding domestic market for

the country's own goods. In fact, the population expansion, at a rate of more than one million persons annually, dictates continued rapid growth of the nation's industry. Gross national product for 1959 is expected to reach \$30 billion, representing a six per cent increase over 1958.

More important to Americans, this Far Eastern bastion of the free world is dedicated to foreign technology, foreign tourism, and foreign trade. Last year, the import half of that trade came to \$2.8 billion, of which the U. S. and Canada accounted for 40 per cent, mostly in the categories of food, fuel, raw materials, and certain types of machinery.

However, the closer contacts with Western living that have cropped up in all quarters since the war's end have generated an increasing desire for Western types of consumer goods, too. Most of these are manufactured by the Japanese, themselves. Others, however, such as certain canned foods, cosmetics, and business machines are

made by Japanese firms in conjunction with American companies, and find a ready market among the islanders.

U. S. suppliers of such products will find the media needed to exploit this market ready at hand, supported by an estimated advertising expenditure for 1958 of some \$296 million.

Just as it has here at home, television has experienced its most dramatic growth during the past five years, although newspapers still account for half of all Japanese advertising expenditures.

With 35 stations, not counting the government's non-commer-

Mr. Vladimír, chairman of the board of Gotham-Vladimír Advertising, Inc., returned in March from a three-months' visit to Japan, where he once served on the staff of The Japan Advertiser, Tokyo. In May, Mr. Vladimír, an alumnus of the University of Missouri, was honored by his Alma Mater, when he received the Missouri Medal of Honor for Distinguished Service in Journalism.

CAN'T MISS!

TRACKDOWN

One of network television's most famous Westerns has just become available for syndicated sales... and it's a sure-fire hit. Because:

...TRACKDOWN is the biggest, most important Western ever to enter first-run syndication, at a time when Westerns are at the very peak of audience popularity;

...TRACKDOWN is produced on location by Dick Powell's famous Four Star Productions, and has a well-known star, Robert Culp;

...TRACKDOWN is based on case histories taken from the files of the fabulous Texas Rangers, and is the only television show ever to win official endorsement from the Rangers and the state of Texas;

...And TRACKDOWN has proven a huge audience-winner, averaging a 23.0 total Nielsen rating in its run on the CBS Television Network (October 1957-April 1959), against the stiffest competition.

Tired of long shots? TRACKDOWN (71 crack half-hours) can't miss!

THE BEST FILM PROGRAMS FOR ALL STATIONS
NEW YORK CHICAGO LOS ANGELES DETROIT
BOSTON SAN FRANCISCO ST. LOUIS DALLAS
AND ATLANTA INCANADA S.W. CALDWELL LTD

CBS FILMS 



Irwin Vladimir enjoys a dinner given in his honor by the directors of Dentsu Advertising, Ltd., Japan's \$100 million agency. Seated at the table are (from left) Kano Kogo, Dentsu's managing director of

finance; Senri Shinasaki, managing director of printed advertising; S. Chibara, manager of the international department; Mr. Vladimir; Juichi Odani, director of printed advertising.

cial facilities, Japan already ranks second in the world, next to the U. S., in number of TV outlets. By next year, 42 stations are expected to be in operation. Best estimates place the number of Japanese TV sets at some two million, although the total number of viewers is probably considerably higher than for the same number of sets in the U.S., since sets abound in public places. (One estimate indicates that perhaps 25 per cent of all Japanese sets are placed in public buildings or commercial houses.)

Almost all TV advertising in Japan is placed through some 30 advertising agencies. Dentsu alone handles nearly 60 per cent of all commercial programs. No other agency is responsible for more than five per cent.

Television time is definitely an excellent advertising buy, as indicated by the waiting list for class A and B time in Tokyo. C and D

time, however, fails to sell because there are no viewing figures, since Japan lacks anything comparable to our rating services. As incredible as it sounds, there appears to be very little connection between a station's time charges and station circulations. Apparently, the stations have set their rates to realize a fixed return on investment, and they have made no attempt to revise rates to keep pace with the increase in the number of sets. As a result, rates seem to be too low for A and B time, and too high for the C and D periods. Although rate changes appear overdue, stations are unable to price their time realistically because supportive audience data is lacking.

Radio Growth

The last official count of Japanese radios, in 1954, placed total number of sets at more than 10 million, which,

at that time, represented 73 per cent saturation of households. As early as 1957, Japanese radio manufacturers were pushing for "three radio sets for each house." The growing popularity of the portable radio among the younger audience leads experts to estimate that today's set total may exceed 15 million.

In addition to the government-owned non-commercial radio network, 44 Japanese commercial broadcasting companies operate more than 100 radio stations. By 1952 radio advertising volume, now 15 per cent of Japanese advertising expenditures, had already surpassed magazine expenditures. Advertisers use nearly all the types of programs available in the U.S., and commercials are quite familiar. Among the ranks of major Japanese radio advertisers are manufacturers of food-stuffs, beer, electrical equipment, sewing machines, cosmetics, bicycles, spirits, department

A ONE-IN-A-MILLION TEST MARKET . . . one newspaper . . . and a million and more prospects!



You can now cover one of the nation's top three test markets (and the Number One test market in New England!) thoroughly and *more economically than ever* with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force *throughout* New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at \$4.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:	Circulation	Line Rate
Morning and evening	204,922	.62
Sunday Journal	185,473	.60
Sunday and Morning	243,234	.70
Sunday and Evening	331,734	.98
Sunday, Morning, Evening	389,495	\$1.04

(ABC circulation, March 31, 1958)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Saturday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island. Or your nearest Ward-Griffith office.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc., New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

MICHIGAN FARMER'S "Top-Third" Farm Market

(one of the "top-third" farm income states in the U.S.)



**PRODUCES 1/2 LB.
CHERRIES FOR EVERY
PERSON IN THE U.S.**

When you sell through MICHIGAN FARMER, you tap a yearly spendable farmer income of \$859,600,000! This is steady income, every month in the year, from diversified production.

MICHIGAN RANKS HIGH IN . . .

(production, ownership position among all states in U.S.)

- 1st—cherries
- 2nd—peaches
- 3rd—apples, grapes
- 4th—pears, plums, prunes, electric pumps
- 5th—milk-machines, silos, maple syrup

FARMERS RAISE PER YEAR . . .

- alfalfa hay (2,350,000 tons)
- corn (1,800,000 acres)
- soybeans (145,000 acres)

FARMERS BUY PER YEAR . . .

- livestock and poultry feed (\$68,000,000)
- fertilizer (\$64,000 tons)
- tractor fuel (282,000,000 gallons)
- auto gas (67,000,000 gallons)
- truck gas (53,000,000 gallons)
- motor oil (10,500,000 gallons)

Write for national, state and COUNTY sales data.

Invest your advertising where you can't hit a low month. Michigan farm income varies less than five percent from highest month to the lowest.

- Low-cost, 4-color gravure — exclusive among state farm papers.
- Agencies report saving 75 percent on plate costs because MICHIGAN FARMER is printed by gravure.

Michigan Farmer
EAST LANSING, MICHIGAN

STRAIGHT-LINE ADVERTISING

Straight-Line Advertising available also in
THE OHIO FARMER • PENNSYLVANIA FARMER

stores, and motion picture theaters.

Broadcast media have no monopoly of air space in Japan—at least not in the downtown shopping areas of the larger cities. There, air is shared by point-of-purchase (or perhaps it should be called "point-over-purchasing") in the form of large, multi-colored, multi-shaped balloons bearing advertising messages.

Like flags, these balloons, ranging from 10 to 20 feet in diameter, are hauled down at night and sent aloft by the shopkeepers each morning.

Other forms of outdoor advertising include heavy use of signs, both lighted and unlighted. In general, outdoor signs are smaller than the usual American display. Neon is widely used in the larger cities, and effects in neon are both ingenious and striking. Posters in stations, trains, buses, and trams are used extensively by theaters, book publishers, department stores, and all types of consumer items.

223 Newspapers

Some 223 Japanese daily newspapers (all of which belong to the recently organized Japanese counterpart of our ABC) have a combined circulation of 34.9 million. And advertising space occupies more than one quarter of their total pages. In addition, more than 100 non-dailies, 220 trade papers, and 27 student newspapers (serving as college entrance examination aids) are published in Japan. The amount spent on newspaper advertising is increasing every year, in spite of the growing sums spent on radio and television.

The three leading newspapers are *Asahi*, *Mainichi*, and *Yomiuri*. *Asahi*, with a national circulation of more than six million (for both morning and evening editions), is the largest and most influential. *Nihon Keizai* is the most influential business newspaper. Both *Asahi* and *Mainichi* publish four separate editions, serving Tokyo, Nagoya, Osaka-Kobe, and Fukuoka.

Morning editions of Japanese newspapers usually have eight pages, evening editions, four pages. Advertising is generally concentrated in the bottom five or six columns of the page. These newspapers are national, and all-day. The advertiser who is unfamiliar with Japanese media must not confuse these newspapers with the

local papers, which usually serve a single prefecture. However, several prefectures are much more thoroughly covered by their local papers than by the national organs.

Major English language newspapers are the *Nippon Times*, *Mainichi* and *Asahi Evening News*. The last is the only English language evening paper.

The Magazine Medium

While some 1,400 magazines, similar to the U. S. product, are published in Japan, circulations are limited by American standards. In 1957 the largest magazine, *Shukan Asahi*, a weekly news magazine published by *Asahi Shimbun*, claimed a circulation exceeding 1.2 million. The largest women's magazine, *Shufu No Tomo*, then had a circulation of only 600,000. Japan's top 10 magazines in 1956, ranked by advertising volume, include four women's magazines, three general weeklies, two economic magazines, and one general monthly.

In addition to Japanese-published magazines, there are several magazines either operated or franchised by U.S. companies, or published in the U.S. for export to Japan. *Reader's Digest* has an edition in Japanese (circulation, 419,783). Some 85 percent of the advertising in this edition is placed from Japan itself. Macfadden's *True Story* franchises a Japanese-published edition (circulation, approximately 55,000) to which it supplies editorial and artwork.

The export magazines, all printed in English, are *Life International* (Japanese circulation 22,273), *Time Pacific* (Japanese circulation 4,581), *Newsweek Pacific* (Japanese circulation, 4,199), *Army Times-Navy Times-Airforce Times* for service personnel (combined circulation in Japan, 15,228).

Few magazines use color, except on covers, and paper is generally of poor quality, save for a few art paper inserts. Color advertising is generally rather limited and found chiefly in women's and movie magazines. A large number of the magazines published are special interest and trade publications, with circulations of only a very few thousand.

Leading product categories advertising in magazines include machinery and tools, cosmetics, drugs and medical supplies, and textiles.

HOW MANY SMOKE NON-FILTER CIGARETTES? HOW MA
 HOW MANY BUY OVER 6 CANS OF BEER WEEKLY? HOW
 HOW MANY ARE HOUSEWIVES, AGED 18-34? HOW MA
 HOW MANY SPEND OVER \$3 A WEEK ON TOILETRIES?
 HOW MANY USE THEIR CARS 7 DAYS A WEEK? HOW MA
 HOW MANY SPEND OVER \$30 A WEEK ON GROCERIES? H
 HOW MANY HAVE CHILDREN UNDER 12 YEARS OF AGE?
 HOW MANY IN HOUSEHOLD SMOKE CIGARETTES? HOW I
 HOW MANY USE HOME PERMANENTS? HOW MANY USE
 HOW MANY SMOKE FILTER CIGARETTES? HOW MANY SI
 HOW MANY SMOKE NON-FILTER CIGARETTES? HOW MA
 HOW MANY BUY OVER 6 CANS OF BEER WEEKLY? HOV
 HOW MANY ARE HOUSEWIVES, AGED 18-34? HOW MA
 HOW MANY SPEND OVER \$3 A WEEK ON TOILETRIES
 HOW MANY USE THEIR CARS 7 DAYS A WEEK? HOW
 HOW MANY SPEND OVER \$30 A WEEK ON GROCERIES?
 HOW MANY HAVE CHILDREN UNDER 12 YEARS OF AGE
 HOW MANY USE HOME PERMANENTS? HOW MANY US
 HOW MANY IN HOUSEHOLD SMOKE CIGARETTES? HO
 HOW MANY SMOKE FILTER CIGARETTES? HOW MANY
 HOW MANY SMOKE NON-FILTER CIGARETTES? HOW
 HOW MANY BUY OVER 6 CANS OF BEER WEEKLY?
 HOW MANY ARE HOUSEWIVES, AGED 18-34? HOV
 HOW MANY SPEND OVER \$3 A WEEK ON TOILE
 HOW MANY USE THEIR CARS 7 DAYS A WEEK?
 HOW MANY SPEND OVER \$30 A WEEK ON GROCERIES
 HOW MANY HAVE CHILDREN UNDER 12 YEARS OF AGE
 HOW MANY USE HOME PERMANENTS? HOW MANY US
 HOW MANY IN HOUSEHOLD SMOKE CIGARETTES? HOW MANY I
 HOW MANY SMOKE FILTER CIGARETTES? HOW MANY SMOKE I
 HOW MANY SMOKE NON-FILTER CIGARETTES? HOW MANY
 HOW MANY BUY OVER 6 CANS OF BEER WEEKLY? HOW
 HOW MANY ARE HOUSEWIVES, AGED 18-34? HOW MANY
 HOW MANY SPEND OVER \$3 A WEEK ON TOILETRIES? I
 HOW MANY USE THEIR CARS 7 DAYS A WEEK? HOW MA
 HOW MANY SPEND OVER \$30 A WEEK ON GROCERIES?
 HOW MANY HAVE CHILDREN UNDER 12 YEARS OF AGE?
 HOW MANY USE HOME PERMANENTS? HOW MANY USE H
 HOW MANY IN HOUSEHOLD SMOKE CIGARETTES? HOW MANY IN HOUS
 HOW MANY SMOKE FILTER CIGARETTES? HOW MANY SMOKE FILTER CIG
 HOW MANY SMOKE NON-FILTER CIGARETTES? HOW MANY SMOKE NON-F
 HOW MANY BUY OVER 6 CANS OF BEER WEEKLY? HOW MANY BUY OVER

another great first from WRCA-TV—a local
 program Audience Characteristic Profile that
 tells you who's watching and what they buy!

Now WRCA-TV cracks the big research barrier and brings you
 the first qualitative measure of audiences of local TV programs like
 "Hi Mom" and "Dr. Joyce Brothers." Based on vital new research
 by Pulse, Inc., the AUDIENCE CHARACTERISTIC PROFILE
 takes audiences apart, shows who they are, what they buy, and
 how much. Examples: Both "Hi Mom" and "Dr. Joyce Brothers"
 reach a higher proportion of housewives in the high-purchase 18-34
 age group than does the average daytime TV show. Both shows

reach more homes spending over \$30 a week for groceries. Both
 reach a higher proportion of homes where the family auto is used
 6 to 7 days a week.

WRCA-TV, the leadership station in New York television, offers
 this information to advertisers, free and without obligation, to aid
 them in making the most efficient investment of their TV dollars in
 the nation's first market.

Get the full details now.

WRCA-TV·4

NBC IN NEW YORK • SOLD BY NBC SPOT SALES

Why Point-of-Purchase Is Part Of the Media Plan

Viewed as a full medium—and controlled by the agency—point-of-purchase can be integrated with other media to attain important marketing objectives.

By L. E. Gallagher

PPOINT-OF-PURCHASE promotion has assumed more importance than ever before in over-all advertising programs. And it is up to the advertising agency to provide specialized—and formalized—service in that medium, both for consumer clients and for industrial clients as well. At Ketchum, MacLeod & Grove, point-of-purchase is indeed considered a medium like any other, one which happens to be administered by the merchandising department rather than by the media department.

There have been cases at our agency in which the entire campaign for certain industrial products has been based on a schedule in business publications supported by intensive point-of-purchase effort. When point-of-purchase becomes this important to a campaign's success, an agency must give priority of time and talent to design, construction, and production of display materials. Too many agencies by-pass point-of-purchase because it is not a standard commissionable area. But if it serves the over-all objectives of a campaign, KM&G believes point-of-purchase should be "commissionable" like other types of promotion. As a matter of fact, all point-of-purchase displays at KM&G are fully plussed at the rate of 17.65 per cent. That is, the finished package of displays ready for distribution, rather than the time of agency personnel, is subject to a fee from the client.

An agency employing point-of-purchase needs a knowledge of more than processes and materials. An agency must plan point-of-purchase in the realms of contests, premiums, and deals, must know acceptable types of dis-

play in all areas of wholesale distribution, must know the needs and taboos of every type of selling outlet in order to gain maximum effect from point-of-purchase materials.

In essence, point-of-purchase demands three things: time to integrate display solidly into the over-all program; the talent to produce the materials; and an understanding of trends—not just trends in materials, but changes in marketing situations.

KM&G has developed integrated programs in conformity with these principles for most of its clients, including Alcoa Wrap, Columbia-Southern Chemical Corporation, East Ohio Gas Company, Iron City Brewing Company, Jones and Laughlin Steel Corporation, Natural Gas Companies, Pittsburgh Plate Glass Company, Rubbermaid, Tappan Company and Westinghouse Electric Corporation.

Industrial Point-of-Purchase

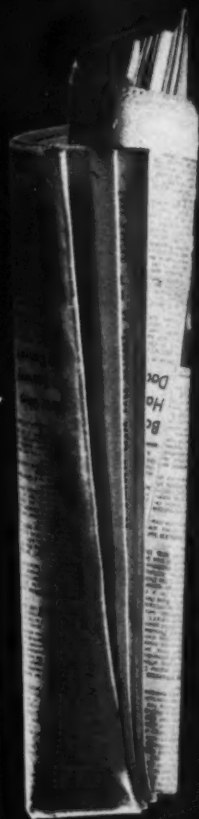
This use of point-of-purchase materials by industrial accounts is becoming more prevalent, especially where basic suppliers can help customers move merchandise at the retail level.

An example is Columbia-Southern's promotion of perchlorethylene—a dry-cleaning solvent used in the dry cleaning field as a quick service agent.

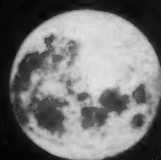
Field research showed that the majority of dry-cleaning establishments did not order perchlorethylene by brand name. Thus the chemical jobber in many cases delivered competitively-priced brands.

In KM&G planning sessions, it was decided to use point-of-purchase to build brand loyalty at the jobber and retail dry-cleaning levels. The program was designed to

Mr. Gallagher is merchandising director of Ketchum, MacLeod & Grove, Inc., Pittsburgh agency.



Detroiters unfold their newspapers in the evening



Total unduplicated metropolitan household coverage of both evening papers: **70.5%**

Any other combination comes to no more than **58.1%**

The facts are in the figures! Detroit is an evening newspaper town. And the DETROIT TIMES in combination with Detroit's other evening newspaper gives you the finest metropolitan coverage—70.5% unduplicated coverage! Better put the TIMES on your schedule if you really want to meet Detroit!



KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by HEARST ADVERTISING SERVICE INC.

give the retailer a profitable reason for ordering Columbia-Southern's brand.

The market was blanketed with trade advertising. Four seasonal display packages were developed containing dealer-service materials. These offerings emphasized the service and quality of the dry cleaner's outlet. The only reference to Columbia-Southern was a line of copy identifying the company which supplied the free point-of-purchase material. In fact major credit was given to Columbia-Southern jobbers who distributed and installed the displays.

Displays Boost Sales

Jobbers agreed this point-of-purchase package made a superior package to sell to dealers. In most instances, displays were installed and orders written simultaneously.

The retailer was happy. He got a free, prestige-in-store package geared to sell all his services. Significantly Columbia-Southern sales in this market are ahead of the year's projected goal.

This is an outstanding example of how a basic industrial supplier uses the valuable consumer medium of point-of-purchase to sell a product several steps removed from the consumer.

A campaign for Alcoa screening met with similar success. Alcoa, which supplies wire and rod to its customers, helped customers increase distribution of aluminum screening in hardware stores from 50 per cent to 90 per cent. This was accomplished on the strength of a customer-support advertising and point-of-purchase package over a three-years' period.

In addition to product promotion, the point-of-purchase served to merchandise both to retailers and consumers the strong magazine and television campaign conducted in behalf of the product. The displays acted, too, as off-air promotion for Dave Garraway's "Today" show, in which Alcoa participated. In addition, the displays carried the names of Alcoa's aluminum screening customers, an important function, since the magazine advertising could not by its nature feature customer brand names.

Alcoa Chuck Wagon

The Alcoa Wrap "Chuck Wagon" display—realistically adapted to supermarket merchandising—was picked by supermarkets as a top manufacturer's promotion. The wagon display conveyed an outdoor food atmosphere which chains utilized to sell other items besides Alcoa Wrap.

In the current Alcoa Wrap \$100,000 "Wagon Load" contest, Alcoa used as prizes 10 Rambler station wagons loaded with \$500 worth of groceries. The "Wagon Load" theme provided not only a contest name, but gave super markets a device suggesting quantity buying.

"Wagon Load" displays dramatized the theme by a plywood model station wagon heaped with Alcoa Wrap and appropriate foods.

Two comparatively recent trends in new market outlets

for point-of-purchase are model homes and shopping centers.

The builder's model home is a high-traffic setting for point-of-purchase messages of products and services which has not been sufficiently utilized by manufacturers. We have used model homes for exhibiting Tappan ranges as well as gas appliances in behalf of our natural gas utilities clients.

The shopping center—in appearance no different from a string of stores along Main Street—works as a unit. Center-wide promotions increase incomes for all stores within the center. Both Redbook's Easy Living promotion and the Ford Road Shows have shown what can be done in this area. It is possible to get good cooperation from local media for these center-wide promotions.

KM&G—to assure positive point-of-purchase effectiveness—last year established its "Super Market Activity Panel." This consists of market research studies in six of the busiest supermarkets in the Pittsburgh area.

Varied displays are imaginatively and strategically located in these super markets to determine and evaluate comparative responses. Daily figures are recorded on sales of client products, then compared with competitive brands, giving clients fast and accurate readings on the power of individual displays, premiums and deals.

It is the belief of KM&G that point-of-purchase is an attention-getting device, both in the trade and with the consumer. It's an integral part of any effective campaign and it is the responsibility of the agency to make each segment of the over-all campaign a vigorous success. ■



DISPLAY FOR ALCOA WRAP \$100,000 "Wagon Load" contest not only provided promotional theme, but also gave supermarkets a device that suggested quantity buying for store-wide program.

HOW TO WAKE UP



BUYERS BY THE MILLIONS!

You can wake up buyers by the millions as well as arouse the enthusiasm of your sales force when you dominate the really top markets with a solid advertising campaign in **FIRST 3 MARKETS GROUP**.

Competition for attention to an advertising message is understandably keenest in the nation's richest markets—New York, Chicago and Philadelphia—where the family cov-

erage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. In these far-above-average markets, which account for 18% of total U.S. Retail Sales, *there is no substitute for FIRST 3 MARKETS' saturating 62% COVERAGE of all families in order to gain the lion's share of the market for your product.*

In addition, busy cash registers in the six states adjacent to the 3 markets ring up 29¢ out of every U.S. Retail Sales \$1.00. **FIRST 3 MARKETS GROUP** concentrates the bulk of nearly 6,000,000 circulation within these six states to deliver 47% coverage of all families. To make your advertising sell *more where more is sold . . . it's FIRST 3 FIRST!*

THE GROUP WITH THE SUNDAY PUNCH



ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

New York 17, N. Y., News Building, 220 East 42nd Street, MURRAY HILL 7-4894 • Chicago 11, Ill., Tribune Tower, SUPERIOR 7-0043
San Francisco 4, Calif., 155 Montgomery Street, GARFIELD 1-7946 • Los Angeles 5, Calif., 3460 Wilshire Boulevard, DUNKIRK 5-3557

How to Use The New Radio

*Second in a new Media/scope Series—
a "Handy Kit of Facts" about media.*

THE PHENOMENAL GROWTH of television has certainly not killed off radio, despite the gloomy predictions of the early fifties. But it has brought tremendous changes in the operation of the entire radio industry, strengthening some segments, weakening others.

Main beneficiaries of these changes are the radio stations themselves. The independent stations, which now comprise 65 per cent of the 3,339 AM stations in the U.S. (as of March), have gained—so much so, that nearly 1,000 new stations have joined their ranks since 1947.

The network affiliates, which allot as little as 15 per cent of their time to network use, have also benefited. It's possibly no coincidence that many an affiliate now has the "sound" usually associated with many independents.

Conversely, the radio networks have suffered most at the hands of television, which has walked off with the aura of big-time show business that used to be net radio's exclusive province among advertising media. However, the four national radio networks still have affiliates in the top 300 markets—1,096 stations in all,

and national advertisers are finding new ways to use them to advantage.

But regardless of which industry groups have seen gains or losses, radio spokesmen can say with certainty that "radio is everywhere." While there may be a television set in every living room, there are radios in bedrooms, kitchens, workshops, and barns. Plus the one in the family car, and the portable for beach, picnic, or ball park.

How to Use Radio

An advertiser may, depending on his budget, build the impact of his message through repeated impressions on a limited number of listeners by using the same time slots, on the same outlets, day after day. Or, by switching stations and time slots within the same markets, he can build a respectable cumulative audience.

For reaching specific audiences, both program content and time of broadcast can be designed to take advantage of the tuning habits of those most likely to be among his best prospects.

Few advertisers broadcast one commercial. To take full advantage

of spot radio, time slots, or availabilities, are bought in groups, or "flights." The object is to collect a cumulative audience, hit with enough frequency to build up repeated impressions on many different listeners.

When an advertiser is ready to launch a spot radio campaign, he must, as for any medium used for less than full national coverage, first determine just what markets he wants to reach, and how much money he's willing to spend to reach it with optimum impact. And he should make sure that, unless he's trying to force distribution, his product is on retail shelves in the chosen markets before his campaign begins.

Juggling Act

Factors involved include juggling the budget against desire for frequency and cumulative audience, and the optimum time needed to get the

Individual stations can be found in the SRDS "Spot Radio Rates and Data," under alphabetical state and city listings. And, with each station, is a notation of its national representative, the source of information on availabilities, or unsold time slots waiting for advertisers.

Interview: *Helen Jarvis*

Clinton E. Frank Agency Radio TV Supervisor tells why she selects the WLW TV Stations and WLW RADIO for Wilson's Evaporated Milk.

"The Crosley Broadcasting Corporation with its WLW TV Stations and WLW Radio has been a leader in its field for 37 years."

"This outstanding background and experience in technical skills, in showmanship, and in sales cannot be topped in the whole broadcasting industry."

"So the WLW call letters speak for themselves to make any advertiser or agency sit up and listen."



Call your WLW stations representative . . . you'll be glad you did! The dynamic WLW stations . . .



Crosley Broadcasting Corporation a division of **Arco**

sales message across. The number of seconds for one announcement may depend not only on the number of copy points that can be squeezed into any given length of time *effectively*, without merely confusing the listener, but also on the time required for the background music and sound effects to establish the desired mood. And the longer it takes to do all this, the more one announcement will cost.

Then the decision must be made whether to sacrifice frequency on one station in a given market for the

cumulative audience reached by using two or more stations. And don't forget that in different markets, different audience types may remain glued to one station, while others may have restless dials, depending on programming of the various stations in the market during various day parts. Another element is compatibility of product and commercial mood with that established by programming preceding the availabilities up for consideration.*

In selecting availabilities, the trick is to determine which time slots on

which stations have the best opportunity to reach the greatest number of best prospects for the advertiser's product. This is where the representative can be of great service—if he's told the pertinent marketing facts.

Standard practice, for example, is to reach the man of the house when he's eating breakfast, driving to work, or driving home, if you are selling an automotive product. Adjacencies to news- or sports-casts are considered ideal for this audience in the early mornings or between 5 and 6 p.m. These times vary by community. An industrial town may have the majority of breadwinners moving to and from work on a three-shift basis. For agricultural areas, depending on crop and season, the best times may be "early-early" slots, or noon.

There are similar standard strategies to reach housewives, teen-agers, and moppets. It must be emphasized, however, that detailed knowledge of individual market-station-product relationships can lead to non-standard solutions to sales problems that can result in real savings of client dollars tied to rising sales. This is where buying creativity comes in.*

It takes work and it takes time to come up with such "off beat" buys, but it can pay off for the alert advertiser.

Measuring Radio

One factor, but only one, in going after the right audience is audience size. The audience for an individual announcement depends on the strength of the adjacent programming and time period. Audience is measured, for lack of a better yardstick, by the "rating," or percentage of radio homes in the station's coverage area with sets tuned to the station during the time period measured.

Whether or not that audience contains enough prospects for a product is determined by audience composition surveys—age, sex, buying habits, etc. Cumulative audience is the total audience hearing any announcements in a schedule over a given period of time.

Audience composition, cumulative audience data, and ratings are provided by such audience measurement services as Pulse, A. C. Nielsen, and

* For a complete list of factors involved in buying spot radio, see Media Buyers Check List, MEDIA/SCOPE, July 1958.



His product was good for building castles...and skyscrapers and industrial plants and hospitals and other important buildings. And there were plenty being built.

His advertising, of course, had to convince the architect to specify his product...but it also had to stimulate the contractor to buy and install it...and the dealer to supply it.

But the architect magazines had only designs and finished buildings that did not interest contractors and dealers. And the construction magazines had too much on roads and bridges and too little on buildings. And magazines about residential construction were not for his product.

What he really needed was a magazine devoted exclusively to reporting methods for using materials to construct important buildings.

So he advertises in BUILDING CONSTRUCTION ILLUSTRATED, the only magazine edited for the contractor-architect-dealer building team that builds only buildings.



BUILDING CONSTRUCTION Illustrated

5 South Wabash Avenue • Chicago 3, Illinois

The only magazine exclusively reporting methods for using materials to construct important buildings



IN BUFFALO...in the morning

MORE HOUSEWIVES ARE "GOING" OVER MORE ADS

Retailers know that women act on advertising in the Buffalo Courier-Express. Here are two of many figures that prove it.

—WOMEN'S STORES use 65.8% of their daily lineage—74.1% of the total when Sundays are included—in Buffalo's fastest growing newspaper.

—The THREE LARGEST CHAINS which do well over half the area's food business, place half of their advertising in the Courier-Express.

AND IF YOU SELL MEN, wide leadership in such classifications as Men's Stores, Automobile Dealers, and Financial clearly point to the Courier-Express as the profitable newspaper to carry your sales messages.

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more dollars to spend—use the *Morning* Courier-Express. It reaches nearly half the families in ABC Buffalo—over one-third of all those in the rich 8-County Western New York Market.

FOR SATURATION—use the *Sunday* Courier-Express—the state's largest newspaper outside of Manhattan. It blankets the 482,108 families in Buffalo and the eight surrounding counties.

ROP COLOR AVAILABLE
BOTH DAILY AND SUNDAY

Buffalo Courier- Express

Member: Metro Sunday Comics and
Sunday Magazine Networks

Representatives: Scolaro, Meeker & Scott

Pacific Coast: Doyle & Hawley

C. E. Hooper. Methods vary from listener diary checked by recordimeter, which mechanically records set tuning, to telephone coincidental surveys, and personal interviewing, using aided recall, on the day after listening.

Each method has its advantages and disadvantages. No service has yet come up with a really satisfactory measurement of automobile or outdoor listening, though all are "working on it."

Other methods of audience measurement, still less satisfactory, because they indicate only possible audience coverage, include maps showing physical or engineering reach of station transmitting facilities (signal strength) and mail pull from listeners.

All audience measurement techniques must, while striving for accuracy, be both reasonably economical and fast. None has completely reached this objective. Therefore, advertisers basing decisions on ratings should be familiar with each technique, so that they may judge for themselves the significance of each. They should also remember that long-term rating trends are of more significance than slight variations from month to

month, which can be caused by anything from statistical variation to heavy station promotion during "rating weeks"—when many stations, knowing that they are being watched, send their disk jockeys up flag poles, stage their big treasure hunts, and play it all up with heavy local advertising in all media.

Above all, the advertiser should remember that every rating service is not measuring the same elements in the same way, or even using the same base.

Once the client and agency have agreed on the total radio appropriation and on the desired advertising frequency to be used in each market, expenditure estimates can be prepared.

Buying the Time

At this point, the buyer calls in the representatives and tells them what is wanted, and the general campaign objectives. From here, the representatives carry the ball, finding out how close they can come with availabilities which meet the buyer's requirements.

If a representative's stations can't fill these requirements exactly in all

markets, he may come back with alternatives, which, in some markets, may turn out to be a better buy than the agency's original plan.

If the flight is being placed for a multiple product advertiser, the representative usually checks with his contract department, or with his stations, to determine whether or not it is carrying other announcements for other brands marketed by the same advertiser, and perhaps placed through another agency, so that the advertiser may reap the advantages of possible discounts and station package plans.

When the representative takes the information on availabilities and costs back to the agency, the buyer may be able to approve on the spot, or may verify costs with his assistant or estimator to make sure that everything is still within the budget.

While, for simplicity's sake, we speak of one representative, it must be remembered that simultaneous negotiations take place with a number of representative firms, because requests for availabilities are usually made for every station in each target market. One representative handles only one station per market. Availabilities for all of these stations must be evaluated.

Confirming the Order

As soon as the representative gets the buyer's approval, usually by phone for fast action (lest another advertiser snap up the best time slots and thus render them no longer available), he reaches the chosen stations by teletype for confirmation. If ordered time slots are still open, the first announcements of the flight can be broadcast, without waiting for completion of the paper work. Meanwhile, the representative, after checking back with his stations, sends the agency confirmations (confirming that ordered time slots are, indeed, at the client's disposal, and haven't already been sold to someone else).

In cases where some of the ordered time slots are not still open, the station will usually send alternative availabilities which again must be evaluated and approved by the buyer.

For proof of performance, most stations send affidavits back to the agencies. Such affidavits usually represent one month's announcements for a given advertiser, and are based on the station log (open to the FCC). Discrepancies, if any, can be adjusted

"LIVE RADIO PROGRAMS IN DETROIT? INCREDIBLE!"



On the contrary—WJR has a full studio orchestra, small combos, vocalists and on-the-air personalities who appear on many station-produced musical and variety shows.

Live talent means more spontaneity in programming. For the full story on WJR, see your ad manager, agency or Henry I. Christal representative.

WJR

DETROIT

760 KC

RADIO WITH ADULT APPEAL

ready
to be
sold...

214,400

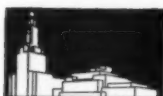
working
women

Woman works from dawn to setting sun . . . and her buying's never done. In Delaware Valley, U.S.A., 39 of every 100 adult women have jobs. And a surprising share of them are homemakers, too. What a group of "purchasing agents" *they* are! With family budgets to spend. Plus chunky paychecks all their own!

To reach the largest percentage of this payroll brigade you must schedule The Daily Inquirer. It is read on the average weekday by 214,400 working women. No other Philadelphia newspaper can match this figure.

Convincing conclusion: it's easier to sell working women when they're headed for town. You can do that *best* in The Daily Inquirer.

For all the facts, all the figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.



The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,352,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7200

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

PENNSYLVANIA FARMER'S "Top-Third" Farm Market

(one of the "top-third" farm income states in the U.S.)



ONE OUT OF EVERY 22 DAIRY COWS LIVES IN PENNSYLVANIA

When you sell through PENNSYLVANIA FARMER, you tap a yearly *spendable* farmer income of \$847,300,000! This is steady income, every month of the year, from diversified production.

PENNSYLVANIA RANKS HIGH IN ... (production, ownership position among all states in U.S.)

- 2nd—poultry and poultry products, eggs sold
- 3rd—peaches, clover, timothy hay
- 4th—dairy products sold, maple syrup, silos
- 5th—grapes, livestock and poultry feed

FARMERS RAISE PER YEAR ...

- corn (1,200,000 acres)
- alfalfa hay (1,100,000 tons)
- hogs (642,000)
- soybeans (41,000 acres)

FARMERS BUY PER YEAR ...

- livestock and poultry feed (\$183,000,000)
- fertilizer (626,000 tons)
- tractor fuel (269,000,000 gallons)
- auto gas (71,000,000 gallons)
- truck gas (51,000,000 gallons)
- motor oil (10,500,000 gallons)

Write for national, state and COUNTY sales data.

Invest your advertising where you can't hit a low month. Pennsylvania farm income varies less than five percent from highest month to the lowest.

- Low-cost, 4-color gravure — exclusive among state farm papers.
- Agencies report saving 75 percent on plate costs because PENNSYLVANIA FARMER is printed by gravure.

Pennsylvania Farmer
HARRISBURG, PENNSYLVANIA

STRAIGHT-LINE ADVERTISING

Straight-Line Advertising available also in
THE OHIO FARMER • MICHIGAN FARMER

by "make-goods"—the same commercial broadcast in another time slot. Should this be unsatisfactory to the agency, the client can receive a credit.

Program Buys

This only describes a spot announcement campaign, where the only control the advertiser has over surrounding programing is choice of availability. Advertisers seeking stronger sponsor identification may prefer full radio programs.

While complete program sponsorship is usually placed through networks, it should be remembered that spot radio is not limited to spot announcements, but includes programing of any length and type placed selectively by area or time period, rather than broadcast simultaneously from a central network point.

The importance of spot radio is apparent from the growing number of independent radio outlets, as advertisers have placed their prestige show cases on television, and have taken advantage of spot radio's flexibility and ability to target precisely those areas where the advertiser needs greatest impact. Adding to the need for just such flexibility is the growing number of new products. Standard strategy for new product introduction involves test marketing followed by market-by-market or region-by-region distribution. For this sort of operation, spot

is ideal. Here, the independents, and network affiliates selling their own time, have been the big winners.

What Radio Costs

There is no "typical" radio buy. But, in order to come up with some idea of costs in the medium, let's look at a hypothetical buy reaching the top 50 markets for one week with 12 one-minute announcements on just one station in each market.

(In actual practice, at least 25 announcements per week are usually spread among three or four stations in the really big cities, among two or three in the medium markets and placed on one station only in a few of the "smaller" of these markets, for flights ranging from four to 13 weeks.)

During this one week, it is estimated that someone in 30,851,000 homes will have heard at least one of those 12 announce-

RADIO AUDIENCE COMPOSITION

Listeners	Morn- ing	After- noon	Eve- ning
MEN	31%	28%	43%
WOMEN	59	57	45
TOTAL ADULTS	90	85	88
TEENAGERS	5	10	10
CHILDREN	5	5	2
TOTAL	100	100	100

(Source: Pulse, Inc. "27 Market Study" for RAB, 1958.)



Photo: Ewing Galloway.

PORTABLE RADIO. A vast and expanding market is reached by portable radio. Radios in automobiles also reach a large and distinctive market.

The Chicago
salesman who
calls on
3,000,000
different homes
a week...



EXPENSE ACCOUNT: 28¢-PER-THOUSAND! Difficult for the ordinary drummer. *Easy* for WMAQ! Any advertiser who buys a full-rotation, morning-afternoon-night, schedule on WMAQ can expect to reach almost 1½ million different homes during an average day—34.6% of *all* Metropolitan Chicago radio homes. In an average week,

his selling messages will be heard in more than 3 million different radio homes—70.6% of those in Greater Chicago. *All for as little as 28¢-per-thousand-homes!** ■ Don't knock yourself out beating down the doors in this station's market. WMAQ will be happy to open them for you! **NBC RADIO IN CHICAGO • SOLD BY NBC SPOT SALES**

*Chicago Cumulative Pulse Audience, Jan. '59

WMAQ

There are more exciting new developments in Outdoor than in any other medium

Outdoor's "new look" gives you a whole range of new solutions for tough marketing problems.

Here is a review of some recent developments in Outdoor advertising . . . developments that can help you build a harder selling and lower cost media plan for almost any client.

You can pinpoint your market

You now can buy Outdoor showings that exactly match product distribution, company sales areas, sales management index areas, Nielsen areas, etc.

You can buy Outdoor in urban areas only, like Pall Mall . . . rural areas only, like Ralston Purina . . . resort areas only, like Sea and Ski, or on a national basis, like Ford.

One big advantage of Outdoor is its unique ability to "get in the last word" with customers on their way to buy. Chef Boy-ar-dee buys

Outdoor showings on routes to supermarkets . . . American Airlines buys along commuting highways used by businessmen . . . ice cream and soft drink companies use Outdoor near food and drug stores, soda fountains and schools . . . while liquor advertisers buy Outdoor with major emphasis on package and pouring outlets.

All of these examples show how precisely today's Outdoor can be tailored to fit the geography of any sales problem.

You now can buy Outdoor to match sales activity

"Wave" coverage is available in many larger markets to parallel sales activity. As salesmen move into each section of the market, showings are increased to higher intensity.

NEW MATERIALS! Alcoa has attracted big attention in Pittsburgh with this huge package and an actual aluminum strip 14 feet long, coming out of it.

NEW IDEAS! Delco batteries deliberately reversed a letter in its poster headline . . . and proved the ability of Outdoor to pull response, as letters and phone calls poured in.



When timing is vital, Outdoor flexibility works perfectly. Showings follow the seasons up and down the country—for suntan lotions, air conditioning and other summer products, or for winter sales of cold remedies, vitamins, tissues, anti-freeze. With the first frost last fall Vick's introduced its new Vitamin C Lemon Flavored Cough Drops—on Outdoor—very successfully.

Outdoor fits special-occasion promotions, too. For example, Page & Shaw Candies at Christmas and Thanksgiving... and Clark Candy at Halloween. Budweiser spearheads its highly successful "Pick a Pair" promotion with Outdoor.

Almost any creative idea can be put to work

Almost daily you hear of new ways of using Outdoor space to gain greater attention and sales power.

"Split Showings" are available in Outdoor, and by pooling funds of several products in a line, an advertiser can build an impressive brand-name showing—with emphasis on the individual products. Hudson Paper Products Company is showing several products simultaneously this way. So is Borden's.

Special Effects: Ohio Oil Co. gave earmuffs away last winter in an anti-freeze promotion. On lithographed posters the earmuffs were illustrated in Day-Glo. Schenley Distillers use trans-

QUICK CHANGES! Something new to tell quick? Take a cue from this supermarket chain that has many a sell-out from these weekly food specials.



TRAVELING GIANT! By "rotating" one enormous colorful spectacular to a different key spot in a market each month, you get saturation coverage and economy, too.

* * *

lucent rear-lighted illustrations. Other lighted plastic ideas are appearing constantly.

Outdoor is the shortest distance between telling and selling!

For all the newest facts on Outdoor coverage, flexibility and costs, call OAI. Offices in Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.



OUTDOOR
ADVERTISING INCORPORATED

National Sales Representative of the Outdoor Advertising Medium

NEW FORMS! General Motors Acceptance Corporation gives Minneapolis a new view on time—with this giant clock, that "stands free" without background structure.



Sell the complete buying team
with Croplife's Production Edition

Management and production men call the shots on what to buy and who to buy it from in the fast-changing agricultural chemicals field. That's why Croplife has come up with this unique new edition published every fourth week.

It's edited exclusively for production and management men, circulated exclusively to them (about 8,500, every one named and validated). This new, added circulation costs you nothing extra, and it gives your advertising deeper penetration to the complete buying team.

Croplife

the weekly newspaper of the
agricultural chemicals industry

Write:

The Miller Publishing Company
2501 Wayzata Blvd.,
Minneapolis 40,
Minnesota
... business journalists
since 1873



New York
Chicago Kansas City

ments of which 7,330,000 homes will be unduplicated. Cost for the one week is \$17,600, giving a cost per thousand listeners of 31 cents.

This price takes into consideration the various money saving package plans, discounts, etc. of the stations being used. This is important because most spot radio buying today is done on the basis of station plans—10 plans, 12 plans, 20 plans, "Captive Housewife" Plans, *ad infinitum*. Some are run-of-station. Some may be pre-empted; others not. Variations in the formats of rate cards are almost as numerous as the number of radio stations. A few stations have as many as five published plans, and, for all anyone knows, five unpublished plans, "available on request."

On one station, 30 announcements per week for a minimum four-weeks' contract costs less than 10 announcements per week under the same plan. The only way through this rate jungle is to become familiar with all of the plans published and unpublished, available from all the stations used.

Network Radio

While spot has been growing fat, regardless of its pricing and paperwork problems, network radio hasn't been standing still. Rolling with the punch, all four national radio networks have shifted their ground, albeit in different directions. They still

RADIO IN SUBURBIA

WHERE NEW SETS WENT

BEDROOM	38.7%
KITCHEN	21.0
PORTABLE	13.3
OUTSIDE	11.7
OTHER	3.3
LIVING ROOM	12.0

TOTAL RADIO SET LOCATION

HOMES WITH BEDROOM RADIO	83.9%
HOMES WITH KITCHEN RADIO	70.8
HOMES WITH LIVING ROOM RADIO	36.0
HOMES WITH PORTABLE RADIO	16.3
HOMES WITH OUTSIDE AND AUTO RADIO	53.4
HOMES WITH OTHER RADIO	14.4

(Source: Fact Finders Associates study for RAB, March 1958, of radio sets in suburban areas.)

claim the advantage of providing full national coverage with less paperwork and at lower cost than a sched-

ule built station-by-station. And, for the advertiser who chooses to sponsor entire programs, some prestige and sponsor identification can be achieved.

One sponsor's use of the NBC Radio Network this spring got both, plus five-way regional flexibility, by feeding the program nationally and

CUMULATIVE REACH WEEKLY

	1957	1958
MORNING	32,100,000	33,700,000
AFTERNOON	29,800,000	30,100,000
EVENING	27,700,000	28,200,000
TOTAL DAY	40,500,000	43,600,000

(Source: A. C. Nielsen Co.)

having the commercials pre-taped by the stars and shipped in advance to five break-away points for broadcast during commercial breaks. This allowed the show's personalities to promote simultaneously five different products made by the same sponsor but distributed primarily in each of the five separate regions.

A major agency saves enough dollars hitting 200 markets with a full radio network to afford complete spot coverage of 40 markets missed by the network. This agency has taken full advantage of both types of radio in several campaigns using this strategy.

These are just two examples of the many ways in which network radio is making itself flexible for advertisers. Other sponsors are using five-minute radio programs. Here, the national message is followed by a cutaway to a message from the local distributor in each market. This technique gives the affiliate a good chance to make a local sale.

This is important because the networks' struggle to hang on to top stations—and more network time on those stations—means finding more ways to serve affiliates, as well as advertisers. The contractual relationship with affiliates is, after all, the foundation of network service.

Basically, it works like this: in return for network programming, the affiliated station "clears time," or grants the parent network an option on part of the broadcast day. This allows the network to guarantee full coverage to national advertisers. In addition, the network turns over a portion of national advertising reve-



Photo: Ewing Galloway.

CONSTANT COMPANION. Radio has been called the constant companion of the American housewife, because she can listen while she does household chores.

nue to the affiliate for the sponsored network programs it carries.

Ten years ago, local station prestige and audience were enhanced tremendously by big name network shows. But now that the star attractions are on TV, resulting radio network rate cuts have meant a smaller share of national advertising dollars to affiliates for network time. This has led to affiliate demands for either a greater share of revenue from network time sales, or a reduction of option time, leaving them more to sell on their own.

Network-Affiliate Plan

The Columbia Broadcasting System has answered with its "Program Consolidation Plan." Essentially, this involved cutting back its network program schedule to some 50 hours a week, and paying off affiliates not with advertising revenue, but with the networks' big trump card—top news programs—which the affiliates may sell themselves.

This is the one big network *plus* that few independents can afford: national and international news coverage and commentary by top flight newsmen. However, embryonic threats to this network advantage may soon grow in the form of pooled news gathering services, similar to the news

wire services, paid for by independent stations or station groups.

The Mutual Broadcasting System has been operating under a concept similar to that of CBS's Program Consolidation Plan since 1957, and currently broadcasts 17 hours weekly to its 453 affiliates. Programming is primarily news and music.

The American Broadcasting Company, like NBC, still maintains standard compensation arrangements with its 346 radio affiliates, and currently programs 50 hours weekly, compared to NBC Radio's 75 hours per week to 209 affiliates.

Besides the big four national networks, there are the regionals, such as the Yankee Network, with 31 stations serving New England, and the 44 station Intermountain Network feeding daily programming to seven Rocky Mountain States. The Don Lee Network, serving the West Coast since 1928, was recently absorbed by ABC.

BROADCASTERS OPTIMISTIC

A national sample of some 1,000 radio and television stations surveyed by the National Association of Broadcasters estimates nationwide increases of 7.2 per cent in television revenue and 2.5 per cent in radio revenue for 1959.

Reach a New Market in a Big Way!

Farm Store Merchandising—a relative newcomer to the Miller Publishing Company family—has a success story that reads two ways:

1. Its warm reception by over 30,000 farm store owners . . . men who have found its modern merchandising and profit-making ideas a real help in setting their own buying, selling and management plans.
2. Its endorsement by "blue chip" advertisers—over 50 of them—who are running continuing campaigns in Farm Store Merchandising. They have discovered that the farm store is an important outlet for their products . . . in many cases a big new market.



published exclusively for farm store managers. Write:

The Miller Publishing Company

2501 Wayzata Blvd.,
Minneapolis 40,
Minnesota

... business journalists
since 1873



New York
Chicago Kansas City



JOHN A. HAMILTON, advertising manager, The American Thermos Products Company, and C. B. Donovan, vice president-media relations, Charles W. Hoyt Company, Inc., review the company's promotional and advertising calendar.

How Hoyt Builds a Media List For American Thermos

Media strategy developed in accordance with a marketing decision on six sales drives.

By C. B. Donovan

THE EVOLUTION OF SPACE BUYING has not been marked by any series of sudden and dramatic developments. Nevertheless, there have been real and apparent changes in procedure. It has progressed over the years from an often intuitive "seat-of-the-pants" operation to, in

C. B. Donovan is vice president-media relations for Charles W. Hoyt Company, Inc. He has spent 49 years in the agency business, all with this agency, and 34 in the media director's chair.

many cases, a semi-scientific method, utilizing a bewildering (to the layman and sometimes to the space buyer) variety of measurement and data sources. Intuition and seasoned judgment are still, of course, important factors, but the current trend attaches equal importance to the systematic compilation and interpretation of facts and figures.

In line with this trend, is the manner in which media evaluation and selection has become an integrated and cooperative effort within an agency. This development

has served to change the buying function from an isolated, one-man or one-department operation into a cooperative, inter-departmental effort incorporating the conclusions and recommendations of an entire account team in a final media plan.

Basically, this approach to media serves to broaden a space buyer's scope, and increase his area of responsibility. Media are no longer selected in a vacuum, divorced from account realities. Instead, selection is influenced by consideration of an account from all points of the compass: distribution, sales position, marketing objectives, copy platform. As a result, there has been a shift in emphasis from purely academic media comparisons and recommendations based thereon to recommendations tailored to specific account requirements.

As an illustration of this method, in its actual application, I would like to give a brief outline of how the media list of The American Thermos Products Company, Norwich, Conn., a Charles W. Hoyt account, was developed and presented.

The American Thermos Products Company manufactures vacuum bottles, insulated picnic jugs and portable ice chests as well as other products which are not insulated. The leader in its field, this 52-year-old New England firm has enjoyed steady growth, and in April elected Trevor K. Cramer its fifth president.

According to Donald E. Livingston, vice president-sales, distribution is national, major sales outlets are drug, hardware, variety, department, and sporting goods stores. Consumer research for the client has shown most purchases to be by women, but a strong male customer franchise also exists for certain lines of products.

Given only the above information, it would be theoretically possible for a space buyer to draw up a seemingly logical trade and consumer media list. This method, however, would imply that the buyer was working without benefit of collateral information pertaining to the account. In other words, isolated from the research, marketing and merchandising groups, a space buyer might just happen to construct a media list that would efficiently implement the account's marketing objectives. However, the odds would be against this happening.

Specific Media Program

In effect, the buyer would be submitting a *general* recommendation for the *type* of product manufactured by the client, but it would not be one specifically designed for the account's particular problems, as determined by the research, marketing, and account groups.

The media problem was attacked in a different way for Thermos. Before actual recommendations were made or requested, the media department (in this case, the media director and the space buyer assigned to the account) was involved in, and exposed to, preliminary discussions pertaining to budget limitations, sales objectives, marketing problems, and even copy approaches.

From the standpoint of the media department, these meetings served to give the buyer a sense of direction and

For Her Year Round Pleasure and Convenience

Mother's Day Gifts by THERMOS

TRIPLE GLASS INSULATED Vacuum Bottle by THERMOS

CONVENIENT CUP HANDLE

EXCLUSIVE DESIGN ADAPTED

NEWS FLASH!

Another Revolutionary New Feature to be Released Soon in Vacuum Bottles by THERMOS! Watch for Announcement!

THE AMERICAN THERMOS PRODUCTS COMPANY, NORWICH, CONNECTICUT

DO NOT BE DECEIVED WITHOUT THE THERMOS TRADEMARK

MOTHER'S DAY-FATHER'S DAY promotion was advertised in consumer publications in April and early June. This advertisement appeared in the Saturday Evening Post on April 25.

knowledge of what could and could not be done, and what was and was not desirable.

Media then proceeded to take its cue from certain decisions made at these meetings. First, it was established that the space budget was such that heavy use of mass circulation consumer publications, straight through the year, was not practical. Advertising Manager John A. Hamilton concurred with our stand that the effort would have to be a selective one. Objectives could not be achieved by frequency and weight of advertising. Each part of the schedule had to be designed for maximum mileage and merchandising utility.

Therefore, the media strategy was developed in accordance with a marketing decision: to build the program around six specific, seasonal, sales drives: Winter-Spring Sports Promotion, Mother's Day-Father's Day Promotion, Picnic-Vacation Promotion, Back-To-School Promotion, Fall Sports Promotion, Christmas Gift Promotion.

A comprehensive plan was then set up, with a selling period, copy platform, and media package for each promotional drive. The major advantage obtained was a concentration of media and merchandising effort during logical selling seasons.

Thermos sales management approved the agency's strategy that this would equip the sales personnel with strong talking-points, and, through its merchandising logic, would gain trade approval and larger orders.

The media for the campaigns were selected as much for their trade acceptance and stature as for their effect



JOHN A. HAMILTON, advertising manager, The American Thermos Products Company, and C. B. Donovan, vice president-media relations, Charles W. Hoyt Company, Inc., review the company's promotional and advertising calendar.

How Hoyt Builds a Media List For American Thermos

Media strategy developed in accordance with a marketing decision on six sales drives.

By C. B. Donovan

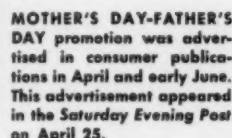
THE EVOLUTION OF SPACE BUYING has not been marked by any series of sudden and dramatic developments. Nevertheless, there have been real and apparent changes in procedure. It has progressed over the years from an often intuitive "seat-of-the-pants" operation to, in

C. B. Donovan is vice president-media relations for Charles W. Hoyt Company, Inc. He has spent 49 years in the agency business, all with this agency, and 34 in the media director's chair.

many cases, a semi-scientific method, utilizing a bewildering (to the layman and sometimes to the space buyer) variety of measurement and data sources. Intuition and seasoned judgment are still, of course, important factors, but the current trend attaches equal importance to the systematic compilation and interpretation of facts and figures.

In line with this trend, is the manner in which media evaluation and selection has become an integrated and cooperative effort within an agency. This development

From the standpoint of the media department, these meetings served to give the buyer a sense of direction and



The media for the campaigns were selected as much for their trade acceptance and stature as for their effect

Field & Stream

tips its hat to
**The American
Thermos Products
Company**
for Sales Imagination



The Most Spectacular, Multi-Page Advertising in the History of the Vacuum Bottle and Insulated Jug and Chest Industry will appear in the June issue of Field & Stream.

SUPPORTED BY a full-color page in the May 23rd issue of The Saturday Evening Post, plus other colorful advertisements in Sunset, Farm Journal and other leading consumer magazines...

AND FREE SELLING AIDS to make you a part of this exciting sales promotion—counter cards, streamers and displays available from your distributor or The American Thermos Products Company, Norwich, Connecticut.

FIELD & STREAM CONTINUES TO BE YOUR BEST CONTACT WITH THE OUTSIDE WORLD... MORE ADVERTISERS USE FIELD & STREAM THAN ANY OTHER MAGAZINE IN THE SPORTSMAN'S FIELD.

TRADE ADVERTISING appeared in media covering drug, hardware, and variety store retailers. This advertisement was in *Hardware Age* on April 23.

on consumers. Another factor was their editorial compatibility with the selling theme of the separate promotions. In other words, pressure was put against a different segment of the Thermos consumer market with each promotion.

The first promotion was aimed at Winter sports enthusiasts—primarily male—during the normally slow period of January through April. The consumer magazines meeting the over-all requirements were three male-audience hunting and fishing magazines, one dual audience "class" sporting magazine, and a ski publication.

Fractional space units in two colors were placed in each book. The trade aspect of the media effort utilized publications covering the druggist, hardware dealer, variety store manager, and sporting goods dealer. The theme stressed in trade advertising was the fact that The American Thermos Products Company was conducting a unique and unusual winter and early spring advertising program to stimulate dealer sales. Page two-color units were used.

The second promotion, based on Mother's Day and Father's Day, also represented a fairly unique tag to hang on a special sales effort. Timing for consumer advertising was set at April and early June with news of the promotion presented to the drug, hardware and variety store trade in February and March.

Basic media requirements in this case called for a consumer publication delivering broad, national coverage of

middle- to upper-income families, and having demonstrated merchandising effectiveness. A leading weekly dual-audience magazine with a reputation for successful tie-in promotions in several trade areas was selected. Two half-page black-and-white insertions were scheduled.

The third promotion, the Picnic-Vacation Promotion, represented the big gun in the Thermos arsenal. The selling season—May through August—was longer than that for any of the other three campaigns, involved the entire line of products, and was aimed at their entire market. Consequently, it received the lion's share of the advertising appropriation.

Space Spectacular

As a media base, to provide the required broad coverage, the same large-circulation weekly used in the Mother's Day-Father's Day promotion was recommended to carry a four-color page. To reinforce this effort in a specific geographic area and among a specific consumer group, two more magazines were added: first, a leading regional home service book; second, a national farm publication. Two fractional-page, two-color advertisements were scheduled for each. As a final element in this drive, a space "spectacular" was proposed. This spectacular was to take the form of a multiple-page, four-color advertisement in a consumer publication, a device not previously used by any competitive company in the field. The primary purpose of the spectacular was to enable the client's salesmen to make real selling capital out of an unusual



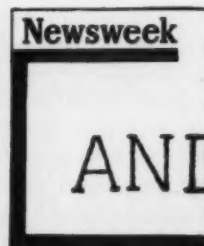
DONALD E. LIVINGSTON (left) vice president-sales, and Trevor K. Cramer, president, The American Thermos Products Company, check the distribution picture.

and dramatic advertisement. There were, of course, limitations imposed on the media group as to what publication could be used for this special insertion. The "giants" were ruled out for reasons of economy, but there still remained a large group of books with sufficient circulation volume and merchandising value from which to choose. Since sporting goods and hardware dealers were extremely important channels of distribution for the client, a leading hunting and fishing publication was selected.

A four-page, four-color spectacular was scheduled to appear in an early summer issue of this book. Preceding consumer advertising, multiple-page color advertisements

MORE PAGES

The newsweekly field tops all other magazine fields in number of advertising pages -- proof of the performance and growth of this great trio--



AND...

were scheduled for major trade magazines covering drug, hardware, sporting goods, and variety stores.

Following the Picnic-Vacation effort, the next logical sales period was the month preceding the opening of schools. This drive was labeled the Back-To-School Promotion.

Our primary objective in connection with this fourth promotion was intensive cultivation of parents, particularly mothers of school-age children. The consumer selling season is relatively short with promotions confined to the month of August and the beginning of September.

Trade Advertising

The campaign opened with trade advertising in media covering drug, hardware, and variety store retailers. The insertions appeared during June and July. Consumer advertising requirements indicated media providing broad, general coverage of a male-female audience, plus media edited specifically for women readers. These requirements were satisfied by using the same dual-audience weekly magazine selected for the Picnic-Vacation schedule, and two monthly women's magazines—one a large circulation service publication, the other a selective audience magazine for women with young children. The schedule for these publications consisted of half-page two-color insertions in August and September issues.

The fifth promotion was designed as a fall counterpart to the Winter-Spring drive. The Fall Sports Campaign filled a period between the end of summer selling and the beginning of the important Christmas season.

As in the Winter-Spring effort, this promotion was focused on a male market, with hunting being the foremost activity. This was extended somewhat by taking fall sports (namely football) into consideration. The same media list—trade and consumer—used during the Winter-Spring period, with the exception of the ski magazine, was applied; it consisted of trade magazines for the sporting goods, hardware, drug, and variety store outlets, and consumer magazines covering the hunting enthusiast and the dual-audience spectator sports market. Trade advertising began in September, followed by fractional page two-color units in the consumer media during October and November.

Christmas Promotion

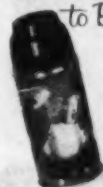
The sixth and final promotion was timed for the Christmas selling period. Again, the consumer effort was to be aided by another spectacular space unit. While the first spectacular was aimed mainly at male readers and hardware-sporting goods dealers, the Christmas spectacular was developed for impact on women readers and the drug trade. As before, space costs were a definite factor; a number of publications were screened. The magazine selected was a national monthly, fitted the budget, and had heavy impact on the drug trade. Since most drug stores have magazine racks, it was felt that this book would be quite familiar to druggists. This would be of value in merchandising the magazine to the trade. In addition, the general weekly magazine used in the second



Mother... for back to school
the **Biggest Kit** with
the **Biggest Bottle** is
by **THERMOS.**

Now, pack more nourishment into school lunches with new, extra capacity kits by THERMOS®. Metal or soft vinyl kits are brightly decorated with designs to delight every youngster. And, each kit contains a big companion 10-ounce vacuum bottle by THERMOS®. Triple Guaranteed for quality and performance and granted against breakage by the new Shock Absorber feature.

Colorful Decorations
to Brighten School Lunch Hour



NEW SHOCK ABSORBER
— cushions glass liner against
jolt and prevents shattering
against breakage.

TRIPLE GUARANTEE
Every vacuum bottle by
THERMOS is guaranteed to
keep hot or cold, against leak-
age, breakage and against any
manufacturing defect.



PASTRY CASE & TREATS



SATELITE



PURTY LUNCH BAG



RED BARN

These and many other styles and designs are
now on display at leading neighborhood stores.

THE AMERICAN THERMOS PRODUCTS COMPANY, HOSWICK, OHIO 43024
Canadian Thermos Products, Ltd., Toronto • Division, Ltd., London

IT CAN'T BE THERMOS® QUALITY WITHOUT THE THERMOS® TRADEMARK

BACK-TO-SCHOOL promotion aimed at intensive cultivation of parents. This advertisement will appear in *McCall's* in September 1959.

and third promotions would continue to provide continuity to the company's effort by carrying a full-page, four-color insertion. Trade magazines were again scheduled extensively to inform dealers of the forthcoming Christmas promotion.

In effect, then, this was the media proposal for Thermos: a separate consumer and trade media package (plus a merchandising and marketing plan) for each of four selling phases. This strategy, in addition to satisfying the ordinary requirements of a media plan, enabled us to accomplish something more.

Through the elements of selectivity and concentration, each media package equipped the company salesmen with a custom-made presentation for each sales drive. The impression created, thereby, was one of intensive consumer cultivation that could be beneficial to the trade as well as adding prestige to The American Thermos Products Company. Furthermore, in their relations with the trade, the salesmen were encouraged to present the entire program—all six promotions—in season. The basic purpose involved was to inject enthusiasm into the sales effort, and establish dealer confidence in both the company and its products.

MORE PAGES...

Newsweek led the newsweekly field in total advertising pages for the final six months of 1958*

Newsweek

AND...

*P.I.B.

Scope on People



UNDER THE GUNS held by "Miss Ulcer Gulch" is Fred Barrett, media director of BBDO. He's holding entry blank to *The Saturday Evening Post's* latest contest on Ad Page Exposure. First prize is 10-acre Arizona ghost town.



ADMIRING A WINNER: Alyn Shilling, left, vice president, advertising, National Distillers, and Philip Lukin, executive vice president, Lawrence Fertig & Co., look over poster named by Art Directors Club of Chicago.



OPERATIONS RESEARCH was the topic discussed by Alfred M. Watson, left, of Politz Research; G. Maxwell Ule, Kenyon & Eckhardt; and Princeton's Prof. Frederick F. Stephan, before American Marketing Association. On far right is Carl H. Henrikson, Jr., of Stewart-Douglass and Crossley, S-D Surveys, retiring president of AMA's New York chapter.



SMILING FACES belong to Ken Menken, left, Lehn & Fink; Jan Stearns, Riedl & Freede; Jules Dundes, CBS Radio; Ruth Jones, J. Walter Thompson; Jerry Fenniger, Cunningham & Walsh; Frank Towers, American Tobacco Co.; and Ray Kremer, CBS Radio. Scene was breakfast presentation on CBS Radio News.



JUDGES of "Car Card of the Year" contest, sponsored by the National Association of Transportation Advertising, are, from left, Otto Kleppner, The Kleppner Co.; Robert M. Ganger, D'Arcy Advertising Co.; Sidney M. Weiss, Mogul, Lewin, Williams & Saylor; Donald K. Clifford, Doherty, Clifford, Steers & Shenfield; and John P. Cunningham, Cunningham & Walsh. Winner (top card) was Michigan Consolidated Gas Co.

AND MORE PAGES!

Newsweek leads the newsweeklies
in total advertising pages for
the first six months of 1959.*

	ADVERTISING PAGES*		
	Last 6 months 1958	First 6 months 1959	TOTAL
NEWSWEEK	1300	1516	2816
TIME	1279	1492	2771
U.S. NEWS	1182	1368	2550



the
different
newsweeklies
for
communicative
people

*P.I.B.: July 1958 through May 1959.
June 1959: Publisher's estimate.

Sales happen when the builder is in the media picture



To advertise any product with sales success, you have to reach the *buyer*. It is the *builder* who *buys* in the \$40 billion home building and light construction industry. Architects, realtors, lenders or other "influences" count for little—you must *sell* the builder.¹

Only one magazine, PRACTICAL BUILDER, is edited *exclusively* for builders. It is the magazine 88,684² prime buyers read and depend on; the magazine that reaches more builders, more builder buying power, at the lowest cost.

Fact . . . not fancy . . . is PB's reader-forte! Solid fare, served with professional appeal by the industry's largest, most experienced editorial staff, is the formula. It has earned a following—and *follow through*—that is distinctively "PB".

Fact . . . not fancy . . . earns PB the preferred position in the media picture, too. So far this year, 115 new advertisers have helped create a 6 issue PRACTICAL BUILDER advertising gain of 160 pages. Yes, the "trend is to PB". . . it makes sales happen!

Practical Builder

5 SOUTH WABASH AVENUE, CHICAGO 3, ILLINOIS

Offices in New York, Cleveland, Los Angeles, Miami, San Francisco and Portland

¹ Write for John T. Foadick Associates Study, "Who buys building products and materials, who influences the selection of types and brands?"

² 88,684 prime buyers, publisher's total of classifications 1 & 2, ABC Publishers Statement, December 31, 1958.



PB's industry-wide promotion, credited with creating 200,000 additional housing sales in 1958 and 1959.

(SEE SRDS "TELL ALL" CLASS. #19)

Joseph Geeraert, nationally-known Maryland builder



Howard G. Sawyer

What Are You Paying for Research?

I LOVE BASEBALL, but the Red Sox have caused me great distress over most of my lifetime.

I believe in research, but I am distrustful of most of it that comes across my desk.

Recently, the long-term swing toward research as the answer to almost anything (accelerated by the enthusiasm for the "marketing concept") has come up against some much-deserved resistance and in a few cases it has taken a proper lambasting.

Unfortunately, most of the criticism of research has taken place within the boundaries of consumer goods advertising and news of the disenchantment seems not yet to have permeated the industrial field.

For example, Dr. Jay Forrester of M.I.T. told the Advertising Research Foundation that current research in advertising was virtually useless. Speaking as a scientist (which qualifies him to speak more objectively about research than the average advertising man and should earn him some respect in the industrial field), he condemned advertising research as follows:

"First, by the definitions accepted in the scientific fields, most of advertising research is not research.

"Second, the amount of true research is woefully inadequate.

"Third, much of so-called advertising research is merely advertising."

And the remark I liked best was to the effect that advertising research too often takes the form of "a collection of statistics to approve a predetermined viewpoint."

Then at an AAAA meeting, a "workshop" dedicated to the theme "Advertising Research—Is It Time for an 'Agonizing Reappraisal'?" agreed that it was indeed time for an agonizing reappraisal.

Donald Longman of J. Walter Thompson, a research man who might

have been counted on to defend the cause of research, agreed pretty much with the charges levelled against his specialty. He indicated a belief that research was being prostituted for one reason or another, and he urged agencies to confess to their clients that "there are now no generally applicable valid means of scientifically measuring the dollar result of advertising done or to be done."

This should be news to those industrial advertisers (and some agencies) who have been over-sold by business-paper publishers who apparently just recently learned about research themselves and have seized upon it as a sales tool that defies argument.

Finally, Benedict Gimbel, Jr., president of station WIP, Philadelphia, really took off in an address before the Philadelphia Merchandising Associates and declared flatly: "I don't think marketing research is worth a damn." He cited several cases where research fell flat on its face and several cases where spectacular successes were achieved without the slightest assistance from research.

What was particularly interesting to me was that Mr. Gimbel went *all* the way in heaving research into the discard pile; the key principles of marketing and merchandising, he said, are "a sense of what will sell, a sense of when to sell it."

And there we come to what is, in my opinion, the heart of the matter.

If I had my choice between "sense" and research, I'd take "sense" in every case where a little research had disclosed that the man with the "sense" was *right* most of the time.

Trouble is, there are so few geniuses. Gimbel mentioned several, but my name was not included nor was the name of anyone with whom I ordinarily do business.

Secretly, I like to believe that I am blessed with the intuition ("sense")

which tells me what will and what won't work. But more secretly, I'm not so sure, and since it's usually other people's money I'm placing my bets with, I'd rather trust a careful examination of the conditions prevailing than my own hunches.

I recommend likewise to all others who will confess to being less than geniuses.

When we turn to research for help in making decisions, we must remember that a *little* research may be more untrustworthy than a little genius and that *faulty* research is certain to be worse than *any* amount of genius.

The ironic part about all this is that the evil can be so easily cured. That is by calling a moratorium on all media research until the people who promote themselves to others as researchers have learned by heart and can recite to their superiors the catechism of the Advertising Research Foundation, words to which can be found in a booklet published by the ARF and entitled "Criteria for Marketing and Advertising Research."

Anyone with a speck of perception can see that precious little "research" produced by business paper publishers would stand up under the specifications set down by the select group in the ARF who know what research is—and also what it isn't.

I Take It Back!

Relative to Bill Marsteller's clarion call for a single audit of Business Paper circulations (to which I add my own shrill voice), it is interesting to note his sudden dismay at his agency's policy of urging non-audited publishers to get themselves an audit.

I, too, have been guilty of this unwise practice and have mended my ways. And so have many other well-intentioned advertising men—even to the extent of signs hanging on the wall behind space buyers' desks.

Pressuring an unworthy publication into an audit—any kind of an audit—is confusing the substance and the shadow.

As Bill pointed out in his address at the NIAA conference, auditing should provide not only validation of a publisher's statistics but also a means of *comparing* the statistics of competing publications.

If we end up with a multiplicity of auditing systems, we'll know that the figures are *honest* but not what they *mean*. ■

YOUR MARKETS ARE CHANGING NOW!



NEW products and
processes are creating
NEW sales
opportunities every day!

Details? Send for complete
Media Data File and
"Your Markets Are Changing"

P.S. IEN will find all new,
and cover all old,
markets for less
than \$200 per month.

Industrial Equipment News

THOMAS PUBLISHING COMPANY
461 Eighth Avenue, New York 1, N.Y.
Affiliated with Thomas Register

PRODUCT INFORMATION HEADQUARTERS

TRENDS IN NATIONAL NEWSPAPER ADVERTISING

MAY AND FIRST FIVE MONTHS 1959 vs. 1958

	MAY		FIRST FIVE MONTHS	
	1959 vs. 1958 % Gain or Loss	% of Total	1959 vs. 1958 % Gain or Loss	% of Total
GENERAL				
Alcoholic Beverages	-4.0	9.6	-5.3	7.8
Groceries	-5.7	15.4	+1.7	17.0
Baking Products	+54.2	2.5	+40.1	2.5
Beverages	-11.4	2.7	+6.7	2.5
Cereal and Breakfast Foods	-30.5	0.4	-28.9	0.5
Condiments	-51.5	1.1	-54.0	1.0
Dairy Products	+51.2	2.3	+23.3	2.3
Disinfectants & Exterminators	-53.2	0.1	-30.2	0.1
Laundry Soaps and Cleansers	-42.6	1.7	-21.2	2.1
Meats, Fish and Poultry	-22.8	0.9	+30.0	1.3
Housing Equipment and Supplies	+4.4	4.0	-3.5	3.3
Industrial	+44.0	3.5	+35.6	3.1
Insurance	+45.4	1.8	+38.9	1.8
Medical	-1.4	1.8	-19.9	2.6
Publications	+25.9	3.0	+6.5	4.2
Public Utilities	-1.3	2.2	+3.2	2.4
Radio and Television	+7.5	3.6	+2.1	4.6
Tobacco	+4.5	4.4	+13.2	5.4
Toilet Requisites	-47.9	2.4	-41.0	2.5
Antiseptics	+131.0	0.1	+4.4	0.1
Dentifrices	-73.5	0.2	-57.7	0.3
Perfumes and Cosmetics	-36.0	1.2	-22.3	1.2
Toilet Soaps	-44.5	0.5	-36.8	0.5
Transportation	+12.4	9.7	+8.1	10.6
Airways	+14.3	6.1	+10.5	7.1
Bus Lines	+37.0	0.5	+28.3	0.4
Railroads	+1.9	1.4	-6.6	1.1
Steamships	-1.6	0.8	+6.4	1.0
Tours	+5.2	0.6	+1.0	0.7
Wearing Apparel	-12.2	1.1	-26.4	1.0
AUTOMOTIVE				
Gasolines and Oils	-12.5	3.9	-3.0	2.5
Passenger Cars—New	+69.5	12.8	+9.7	12.9
Tires and Tubes	-12.8	1.7	-17.6	1.1
Trucks and Tractors	+43.5	0.5	-46.4	0.4
TOTAL GENERAL AND AUTOMOTIVE				
	+6.8	100.0	+2.2	100.0

Prepared exclusively for MEDIA/SCOPE by Media Records, Inc.

YOUR SALES GOOD IN JACKSON, MICHIGAN ?

How're your sales in the Jackson, Michigan, area?

Good? Maybe they could be better. Not too good? Perhaps they could be improved.

Jackson, Michigan, is an important market, where 47,000* people (up 600 from the corresponding period of a year ago) are employed at better than average salaries and wages.

A market—Jackson metropolitan area—where retail sales are \$146,027,000 yearly according to Standard

Rate & Data Service.

Improve the sales of your product with a consistent advertising schedule in Jackson Citizen Patriot, only daily and Sunday newspaper in Jackson county. The newspaper with 97% of its circulation concentrated in the city and retail trading zones.

Call a Booth man for complete information about Jackson, Michigan.

*MICHIGAN EMPLOYMENT SECURITY COMMISSION FIGURES.



JACKSON CITIZEN PATRIOT

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

THE OHIO FARMER'S "Top-Third" Farm Market (one of the "top-third" farm income states in the U.S.)



**raises enough wheat to
make 17 leaves of bread for
every person in the U.S.**

When you sell through THE OHIO FARMER, you tap a yearly spendable farmer income of \$1,193,900,000! This is a steady income, every month of the year, from diversified production.

OHIO RANKS HIGH IN...

(production, ownership position among all states in U.S.)

- 2nd—electric water pumps
- 3rd—maple syrup
- 5th—electrified farms, home freezers, tractors
- 6th—farm power units, milking machines, swine, hog feed consumption, grapes, soybeans, electric pig brooders

FARMERS RAISE PER YEAR...

- wheat (45,200,000 bushels)
- apples (6,000,000 bushels)
- potatoes (5,800,000 bushels)
- cherries (3,000,000 pounds)
- corn (3,500,000 acres)
- hogs (2,800,000)
- strawberries (2,800,000 quarts)
- alfalfa hay (2,000,000 tons)
- sheep (1,200,000)

FARMERS BUY PER YEAR...

- livestock and poultry feed (\$133,000,000)
- tractor fuel (328,000,000 gallons)
- auto gas (75,000,000 gallons)
- truck gas (52,000,000 gallons)
- motor oil (12,000,000 gallons)
- fertilizer (1,000,000 tons)

Write for national, state and COUNTY sales data.

Invest your advertising where you can't hit a low month. Ohio farm income varies less than five percent from highest month to the lowest.

- Low-cost, 4-color gravure — exclusive among state farm papers.
- Agencies report saving 75 percent on plate costs because THE OHIO FARMER is printed by gravure.

The OHIO FARMER
CLEVELAND, OHIO

STRAIGHT-LINE ADVERTISING.

Straight-Line Advertising available also in
PENNSYLVANIA FARMER • MICHIGAN FARMER

The Growing Revolution In Magazine Advertising

*Post's new plan is significant development
in regionalization of national media.*

HARD ON THE HEELS of *Look's* announcement of a bold new way of selling mass circulation magazines to advertisers (MEDIA/SCOPE, June 1959, p. 91), the *Saturday Evening Post* has revealed a plan even bolder.

Slated to start with the October 17 issue, the *Post* will institute two new approaches. The first, similar to *Look's* in effect, though not in mechanics, enables advertisers to buy a geographical segment of the magazine's circulation without bothering to find a partner for the balance of the run. That onerous task will devolve entirely on the *Post*. The magazine will undertake to say *yes* or *no* to a firm regional split by an advertiser within 48 hours. If the word is *yes*, then that split is guaranteed the client for the issue chosen, no matter what subsequent trouble the *Post* has in finding a match for the balance of the run. The *Post* anticipates little difficulty in arranging these splits, but whether or not it is over-optimistic remains to be seen.

The *Post* is also offering a plan which *Look* does not have. For the first time, advertisers will be able to buy either one-third or two-thirds of the *Post's* national circulation; i.e., 2 million or 4 million circulation, retaining substantially the same audience character and geographical distribution as the full run.

The impact of these new magazine moves on media-buying should be substantial. First, regionalization and fragmentation of circulation relieves some of the pressure on the big magazines from network television competition.

At the same time, this trend moves big magazines into serious competi-

tion with smaller regional magazines and with just about every other medium there is.

The *Post's* new national one-third and two-thirds plans will also affect those advertisers who have stayed out of the medium not because of marketing considerations, but because of economic necessity.

Most important, perhaps, is the happy circumstance that the marketing climate makes regionalization of national media a natural. National advertisers have grown a good deal more sophisticated over the last few years concerning such matters as distribution variances and geographical quirks in brand preference.

The other side of the coin is just as important. The U. S. market has grown so big that there are plenty of regional marketers which rank high on the list of heavy spenders.

Those magazine sales presentations, incidentally, are likely to change character substantially over the next few years. Here's why:

- There will inevitably be some de-emphasis on size by the mass-circulation books. As the regional idea takes hold, grand totals will come to mean less and less, and strength in particular markets will mean more and more. The history of the Sunday supplements is a case in point. It's not circulation size which makes these media attractive (although that's there, too), but *selective* size in the cream of the urban markets or in a variety of secondary urban markets less adequately covered by comparable media.

- If books like the *Post* offer one-third of a multi-million circulation, they will have to come up with solid

reasons to lure advertisers out of media with smaller circulation. The size of the delivered audience will no longer be such a compelling argument. The reasoning may have to center around the unique, qualitative character of the magazine, its superior editorial climate, its superior kind of audience. Certainly the research logjam will have to be broken.

As a matter of fact, the regional idea will benefit the magazine industry as a whole. Initial advertiser reaction is favorable.

Comments

Comments gathered by MEDIA/SCOPE include the following:

Carl Georgi, Jr., vice president and media director, Campbell-Ewald, Detroit, sees split-run plans as implementing solution of complex geographical marketing problems of both national and regional advertisers. "The *Post's* action takes the national consumer magazine industry further into areas of advertising revenue which have long been almost exclusive ground for other types of media and for other print media.

It makes sense to Harry M. Johnson, media director, Campbell-Mithun, Minneapolis, as long as the trend is toward regional advertising in national magazines.

"However, we are not in sympathy with the *Post's* proposal to sell one-third or two-thirds of its total circulation," he says. "This places the emphasis more on merchandising rather than on consumer advertising effectiveness."

"A great move!" declares Reginald Dellow, vice president and director of media, Grant Advertising. Mr. Dellow stressed that one result will be to create a national atmosphere for regional products, enable them to use color more effectively.

This thinking is seconded by Frederick Olsen, vice president and media director, Hixon & Jorgensen, Inc., Los Angeles: "I think the *Saturday Evening Post's* split-run plan is one of the best advertising opportunities presented to advertisers and agencies in many years. As an agency with many regional accounts, and whose national accounts have spotty geographical distribution for the most part, I feel that this new flexibility offers our clients the opportunity to appear to be as big as any other advertiser in their own area."

**WCAU
FEEDS MORE
FAMILIES...**

490,900 a day! More different families daily and weekly than any other station in town.* When Philadelphians head for the picnic grounds during the summer, they pack along WCAU. While they're eating, sell them tomorrow's dinner, or a new fishing rod, or some high octane gas for next week's trip to the Poconos. Summertime creates a huge appetite for goods. WCAU's 18 top local personalities can make it a picnic for your product!

*LATEST CUMULATIVE PULSE ANALYSIS.

WCAU RADIO PHILADELPHIA
Represented by CBS Radio Spot Sales

MARKET STUDIES OF THE MONTH

Seventeen. Two surveys by Eugene Gilbert, "The High School Story" and "The College Freshman Story," report on buying and reading habits of these two groups of girls. According to the "High School" report, first of a series, four million girls between 14 and 17 spent \$744.5 million on both fashion and non-fashion items in preparation for the 1958 school term. Of this, \$720 million went for clothing, representing an average of \$180 for each girl's fall wardrobe. Most "mass fashion buying," says the report, occurs during August and September. Information for 45 separate items of wearing apparel and accessories and "items for fun and work" include percentage of girls buying, average number of each bought by purchasers, and average cost per item. The "College" survey reports that some 310,000 girls entered college for the first time in 1958, and bought \$140 million worth of items to start themselves off.

The American Weekly's Market-ing Division has issued a list of 305 rack jobbers (service distributors) including jobber name and address, types of products handled by each, and store chains and independents served by each. Jobbers are listed alphabetically by state and city. Product lines handled range from health and beauty items to housewares, hardware, soft goods, and stationery. Some even handle books, records, and pet supplies. Report is based on a mail survey conducted by *American Weekly* in the latter half of 1958 and estimates that the listed jobbers represent an annual business volume of at least \$1 billion.

Look. "Magazine and Newspaper Supplement Audiences by Chain and Supermarket Areas" provides data on population, food store sales, and number of supermarkets in each of 31 major chain store and super market areas. Chains are classified under three headings according to sales vol-

ume. First group is limited to A & P, Safeway, and Kroger. The second group includes 15 chains, each handling at least \$100 million annually. Last group comprises 13 chains with \$25 million of sales volume per year. The 31 page report indicates for each area the total audience of three major weekly magazines and four major supplements, as well as various combinations of these publications. Data are also broken down by four classifications of counties, depending on number of supermarkets in each.

The Milwaukee Journal. A 75 page illustrated booklet, "The Milwaukee Wisconsin Market," gives complete population, employment, income, retail trade, and home ownership data for Milwaukee's ABC City Zone, ABC Retail Trading Zone, and the 25 county 100 mile zone. Color maps and tables are used to point up Wisconsin's "balanced market—11th in value of manufactures, 7th in total agricultural income, and surrounded by economical water transportation." Half of Wisconsin's annual \$4 billion retail trade, says the report, is in Milwaukee's ABC Retail Zone. More than 62 per cent of Milwaukee County families own their own homes, and large population increases for the county have been registered by the 15-19 age groups. Greater Milwaukee shopping centers, and various types of retail outlets are located. Comparative circulation data are given for the *Journal*, *Sentinel*, *Chicago Tribune*, and eight consumer magazines.

Peters, Griffin, Woodward, Inc., station representatives, in connection with its presentation, "Mr. Thinkbigly Goes to Town," has prepared a table of average temperatures by months for 74 major markets across the U.S. The importance of seasonal climate changes in different markets is underscored by indications that products outside of the obvious snow tires, air conditioners, sun tan ointments, etc., are also affected. Such products in-

clude cleansers and cake mixes. Sales data for such products show that almost all seasonal variations are timed differently, in different sections of the U. S., and how TV commercials can benefit from following the seasons in different regions in wave patterns. An updated "Spot Television Cost Yardstick" is included, providing a means for quick cost estimates in 74 markets.

LIFE En Español. First report on the continuing study, "A Yardstick for Latin America," introduces an attempt to provide an overall estimate on the total number of Latin American families representing a market for consumer durable and higher priced non-durable goods. Indices used to estimate the extent of this market are occupations and ownership of appliances and automobiles. These indicate that there are 1,025,000 privately owned automobiles and 1.3 million television sets in Spanish America. Some 900,000 men are listed as "executives and proprietors of large and medium sized companies," 330,000 are "landowners and operators of large and medium-sized agricultural enterprises, and 375,000 are engaged in "the principal professions." These reports will supply new data facilitating country breakdowns of this market. According to the first report, only 1.7 million, or seven per cent of families in Spanish America, have incomes of 4,000 or more, compared to 68 per cent of U. S. families. Future growth estimates place 4.2 million Spanish American families in the above \$4,000 bracket by 1965.

The Television Bureau of Advertising has compiled a partial 12 page index of department stores throughout the country using television locally. The report includes program type used and degree of sponsorship by each store listed. The information was gathered between January 1957 and the latter part of 1958.

MEDIA STUDIES OF THE MONTH

Adam Young, Inc., station representatives, has compiled estimates of total 1959 spot radio billing in 131 multi-station markets. These figures, says the report, show a "marked trend toward concentration of spot revenue in major markets at the expense of medium and smaller sized markets." Estimates are based on projection of first quarter rate of business through year's end. Due to "signs of improvement in coming months," they are on the conservative side.

Army Times, Air Force Times, and Navy Times. Findings of a survey among U. S. based subscribers, conducted by Erdos and Morgan, indicate that 55 per cent do all their shopping off the military base, while 44 per cent do all grocery shopping off post. Ninety-four per cent of military personnel own one or more cars, says the report, and 72 per cent bought their cars new. More than five per cent own trailers. Gift buying for women is broken down by category, with clothing and jewelry the most popular classifications among the 88 per cent of subscribers who bought such gifts last year. Some 83 per cent bought gift items in civilian stores off base. The report includes data on camera ownership, home ownership, and readership preferences of both subscribers and their wives.

Scripps-Howard Research, in order to "establish the place of each medium in the total pattern—to learn how people consume mass media and each individual medium," has published a 32 page report containing 20 tables of statistical analysis. "Economic Support of Mass Communications Media, 1929-1957" traces the growth of consumer and advertising support of mass media over the past 30 years, relating population growth to economic data, adjusted for inflation. Tables bear such headings as "Average Mass Communications Expenditures per Household in the U. S., 1929-1957," and "Advertising Expenditures by Medium as a Per Cent

of Total Advertising Expenditures, 1935-1957." Six separate tables show consumer expenditure for both print and broadcast media by per cent of total mass communication expenditure per household, and by average expenditure per household in both constant and actual dollars.

Ebony. Fifteen major cities are covered by the first of four volumes reporting on urban Negro demand for alcoholic beverages. Entire study will include size and characteristics of this market, allocation of demand among different types and brands of alcoholic beverages, effects of social influence on brand choice, and effects of liquor advertising in various magazines. A profile of the average urban Negro household based on the study shows that it consists of 3.5 persons with median family income of \$4,464. This household has 2.3 persons 20 years of age or older, and nearly 39 per cent of these households have at least two full-time breadwinners.

Richard K. Manoff, Inc., New York. If food brokers had their way, media decisions would be based only secondarily on merchandising support offered by local media. This is just one finding of a food broker survey

shedding light on their opinions of such merchandising. Most favored types of merchandising support were media representation at sales meetings and in-store sampling.

Other types of help popular among brokers are newspaper tie-in grocery advertisements, trade bulletins, placement of display material, free broadcast spots, in-store mass displays, and wholesale trade calls.

The American Legion Magazine. Twelve retail categories, from food stores and drug stores to furniture and shoe outlets, are covered by tables and charts showing dollar sales for each type of outlet in each of nine sizes of market, ranging from cities with population exceeding 500,000 to those with fewer than 2,500 persons. According to these data, a surprisingly large retail volume is done in markets of less than 50,000 population, which account for nearly two-thirds of total U. S. population and contain 62 per cent of all retail establishments. Number of stores for each category are also given for each city size, together with the percentage of total outlets represented by each market size. Data are compared to a breakdown of *The American Legion's* circulation by city size. Figures are derived from U. S. Census data. ■

WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

Name of Report(s): _____

Your Name: _____

Company: _____

Address: _____

grow with OKLAHOMA!



\$100,000,000 for water to grow with Oklahoma

A water development program to cost more than \$100,000,000 was launched by Oklahoma City less than four years ago. The picture above shows the completion of the first step, dedication in mid-1959 of the Atoka dam to provide a reservoir of 125,000 acre feet.

Looking 100 miles to the Kiamichi mountain area in southeastern Oklahoma, Oklahoma City passed a bond issue in 1955 to buy damsites, pipeline right of way, build the Atoka dam and enlarge Oklahoma City's main distribution system to meet the new demands of the growing city.

Three more lakes in southeastern Oklahoma are planned in the overall program, their sites already authorized for purchase by the original bond issue.

This ambitious water development program is made necessary by the rapid growth of Oklahoma City—growth that has earned it a reputation as one of the five fastest growing cities in the nation.

Are your sales sharing in this growth? Plan for solid sales growth in Oklahoma with a strong advertising schedule in this market's "total selling" media — The Daily Oklahoman and Oklahoma City Times newspapers.

THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

give you daily
combined circulation
equivalent to **65.8%**

and Sunday circulation
equivalent to **54.0%**

of the families
where **51.6%**

of the state's retail sales
are made . . . a 26-county
area including the Okla-
homa City Metropolitan
Area and the ABC Retail
Trading Zone.

Source: circulation—ABC Audit,
Par. 13; 9/30/58

market data—SRDS Consumer
Market Data 1/1/59

Circulation Growing, Too!

March 31, 1959 Publishers Statement shows

total daily
combined circulation **270,063** Up **12,660**

Total Sunday
circulation **242,783** Up **5,572**

compared with ABC Audit, 9/30/58

THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company

Represented by The Katz Agency

Advertising Cost Index

Reported by Harry J. Johnson

MAY

Ad Rate Changes:

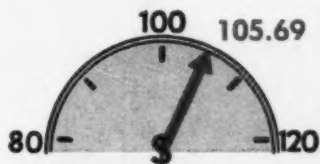
May 1958 to May 1959

Print Media



Business Publications

For every \$100 invested in the typical business publication campaign in May 1958, the advertiser had to increase his appropriation \$2.73 to repeat this schedule in May 1959. Circulation increased 2 per cent, cost-per-thousand circulation about three-fourths of 1 per cent.



Consumer Magazines

In May 1959, the average consumer magazine campaign cost the advertiser \$105.69 for space costs, compared to \$100 for the same schedule in May 1958. During the same period, circulation went up about 1½ per cent, boosting cost-per-thousand circulation 4 per cent.



Daily Newspapers

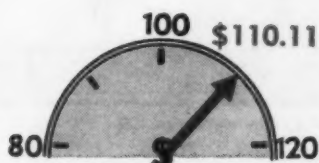
The typical daily newspaper campaign in May 1959 cost \$102.78, compared with the identical campaign in May 1958, which cost \$100. Circulation is off 1 per cent, and cost-per-million circulation is up 4 per cent.

Broadcast Media



Spot Radio

During the 12-months' period May 1958 through May 1959, the typical spot radio campaign increased only 21 cents per \$100 allocated the previous year. This increase of one-fifth of 1 per cent compares with one year ago of almost 4 per cent from 1957.



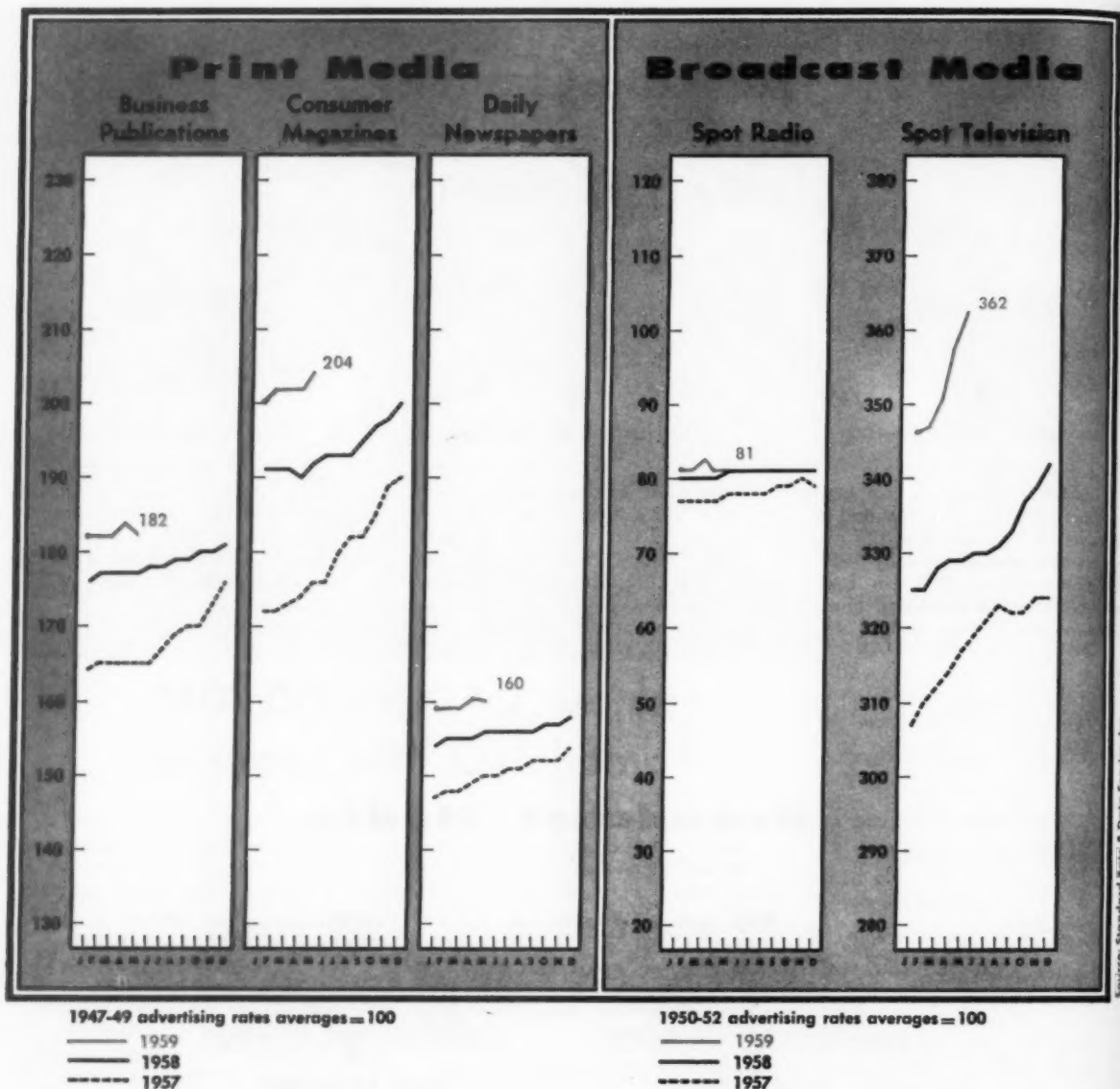
Spot Television

To duplicate the identical schedule of May 1958 in May 1959, the advertiser had to increase his allocation for spot television time 10 per cent. This compares with an increase of only 4 per cent from May 1957 through May 1958.

Note: in all meters \$100 = unit cost for May 1958

Ad Rate Indexes:

Long-term Trends



Business Publications

In May 1959, business publications page rates were 82 per cent higher than they were during the 1947-1948 base period. Circulation had gone up 45 per cent, and cost-per-thousand circulation was 26 per cent over the average during the base period.

Consumer Magazines

Since the base period 1947-1948, space rates for consumer magazines had more than doubled. During the same time span, circulation went up 50 per cent, and cost-per-thousand circulation had increased 36 per cent.

Daily Newspapers

Average rates for daily newspapers in May 1959 were 60 per cent higher than they were during the 1947-1949

base period. Circulation remained 5 per cent above the base period and cost-per-million circulation was 52 per cent higher.

Spot Radio

Since the 1950-1952 base period, spot radio time charges had declined 19 per cent by May 1959. This is approximately where spot radio rates were in May 1958, and more than 3 per cent higher than the May 1957 figures.

Spot Television

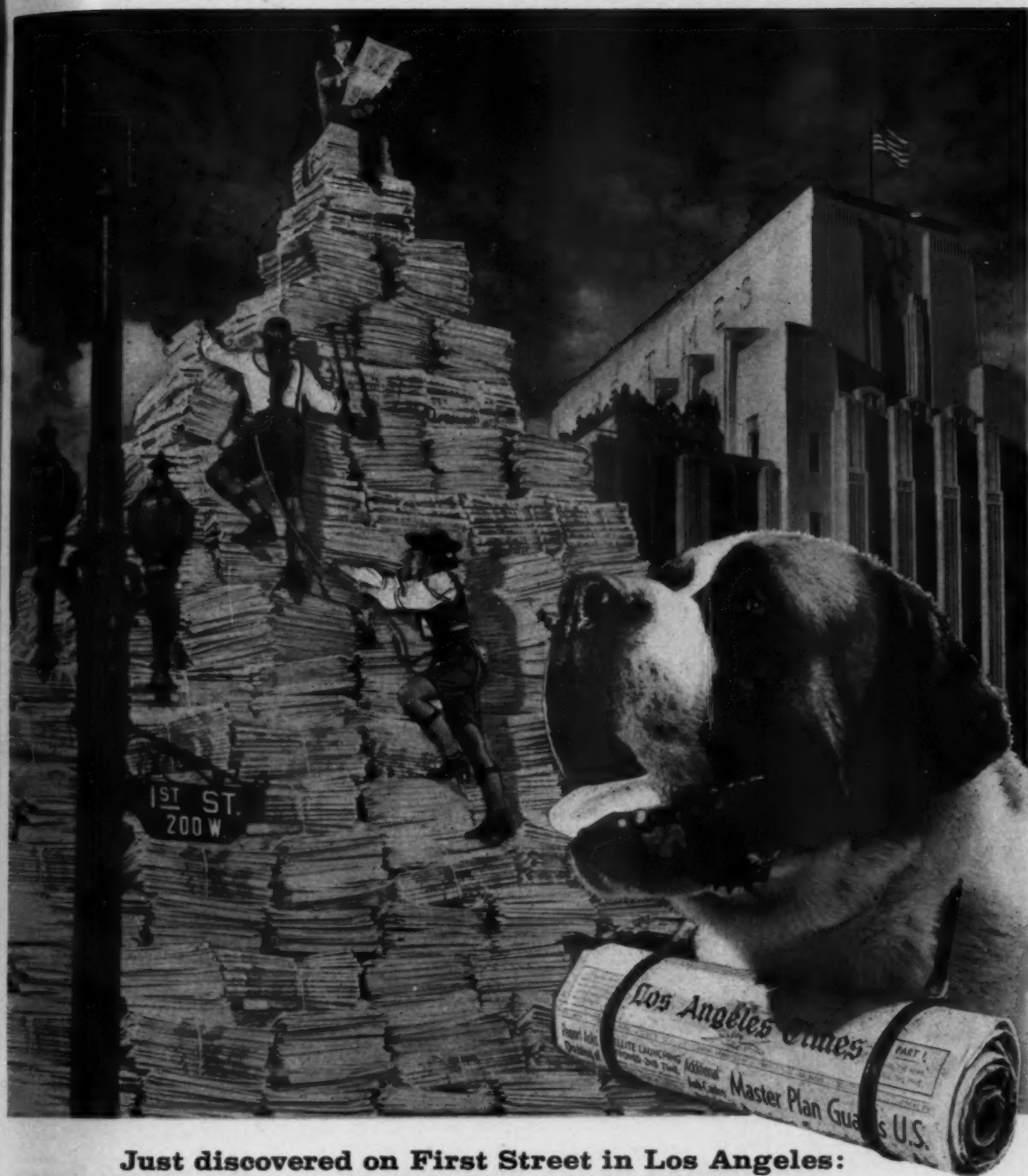
To repeat the average spot television campaign of 1950-1952, the advertiser must increase his allocation more than two and one-half times—actually 262 per cent. By comparison, in May 1958 rates were 229 per cent above the base, and in May 1957 they were 217 per cent higher than the base.

the
per

arges
oxi-
and
res.

050-
more
By
ove
her





**Just discovered on First Street in Los Angeles:
the highest peak west of Chicago**

The mountain of newspapers we move off First Street every morning has been getting higher and higher. Just recently we had it measured by an official expedition.

A study of ABC statements reveals this electrifying bit of intelligence: The Los Angeles Times has reached the highest circulation peak ever recorded in Los Angeles... on the Pacific Coast... or anywhere west of Chicago... 497,873 daily, 893,792 Sunday.

Meanwhile, we learned that one out of every four

rolls of newsprint shipped to California is addressed "First Street, Los Angeles." Must be because the mountain on First Street is made of *bigger* newspapers. The Times carries more news and features, for example, and more retail and classified advertising than any other newspaper in the United States.

Planning to scale a new sales peak in Southern California? You'll need strong lines to make your climb safe and certain—and you can buy them quite reasonably on First Street... home of The Times.

First in the nation's No. 2 market

Los Angeles Times

Represented by Cresmer and Woodward, New York, Chicago, Detroit, Atlanta and San Francisco

nothing hoists sales like
AWHERENESS



...and nothing builds **AWHERENESS** like the Yellow Pages

Whatever you sell . . . from marine supplies to mattresses . . . make a bigger sales splash by making sure that people who want your product or service know *where* to find you. Build bigger business by building greater **AWHERENESS** in the Yellow Pages.

For national advertisers, Trade Mark Service in the Yellow Pages makes prospects aware

of his local outlets. For the local businessman, advertising in the Yellow Pages makes the community aware of the products and services he offers.

Whatever your needs, the Yellow Pages man will help build a program of **AWHERENESS** for your business. Call him at your local Bell telephone business office.



The advertising medium that tells people where to find your local outlets!

Don't Feed the Univacs

By Lionel M. Kaufman

With the current cry for fewer cold figures, and more qualitative considerations, in media research, I'd like to tempt the Ph. D's with a few timely tangents that could lead into interesting areas.



Looking up. Church membership in America is growing exactly twice as fast as the number of families in the nation (increases of 20 per cent vs. 10 per cent since 1950). What effect should a more church-minded market have on the nation's reading, and listening, preferences? (A leading circulation manager once said to me: "Give me a city of church-goers, and I'll give you a strong Sunday newspaper—especially in newsstand sales.")

The tape-watchers. The millions who built up the tabloids are now playing the one game you can't report on a tabloid-size page—the stock market. What's that doing to newspaper readership, and circulations?

The off-beatniks. The day of the non-conformist is dawning. At last you can be in style with something other than a "Big Three" car; you can treat that big customer to an "off-Broadway" show; your best bet for a movie is quite likely to be at that little independent down the street. Could this be a portent for our "mass media?" (Some of today's most impressive circulation gains are being scored by the special-interest publications.)

Commuter changes. Whenever a big-city company moves its headquarters out to the suburbs . . . wherever a commuter railway receives permission to shut down a station or a line . . . you're doing more than just changing riders into drivers. You're forcing a "morning paper town" to do its reading in the evening (maybe the suburban daily, instead of the big metropolitan sheet),

and you're creating new auto-radio listeners. Do our big metropolitan newspapers realize how much they have at stake, in today's commuter-line discussions?

The college crowd. For a decade, we've been watching America's colleges bursting their seams, graduating record-breaking classes, predicting bigger ones to come. This larger proportion of college graduates in the population is already a fact. Isn't it logical to expect, and start measuring, some changes in the nation's tastes in reading, televiewing, etc?

Upsetting the income cart. New York's middle-income group has been moving out to the suburbs. But the city's nose-counters find, to their surprise, that the middle class is still the dominant one. Elementary; the bricklayers have moved into the bookkeepers' salary slot. But, if we continue to break down our audiences by the old income groups, aren't we in for a few surprises?

My, how we've changed! We're growing fastest at both ends of the age breakdown: the youngsters, and the oldsters. . . . The "average family" is getting larger. . . . We're retiring earlier, with time and annuities to spend. . . . We're waiting on ourselves, choosing our own brands, with no salesman to suggest. . . . We're suddenly interested in things scientific. . . . We've become suburbanites, home-owners, gardeners, PTA-ers, handy-men, golfers, boating enthusiasts. . . .

Cost-per-thousand what? ■

FOOD SALES SOAR when

3,250,000

Girl Scouts
Go To Market



• Under the watchful eyes of the Girl Scout leader, 2,500,000 girls across the country are developing the habits they follow in their own homes. These busy homemakers-in-training are learning how to shop with a flair and cook everything from soups to souffles.

• The Girl Scout leader is the guiding force in these activities. Each month these 750,000 adults in Scouting, who are constantly seeking ideas for new projects and materials for their troop meetings, turn to their trade paper—the GIRL SCOUT LEADER—for help.

• The GIRL SCOUT LEADER is an important ingredient in your food sales success, for the vital interest leaders have in the editorial content means an exceptionally enthusiastic audience for your sales message.

Make sure your product's in the Girl Scout market-basket. Write or call for more information on this dynamic market.



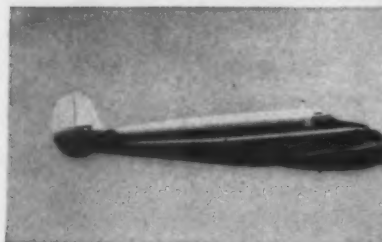
follow
the
LEADER
and
go
places

The GIRL SCOUT LEADER

Published by the Girl Scouts of the U.S.A.
830 Third Avenue New York 22, N. Y.

C. C. Grinnell, Account Executive; Irving Dunston, Market Research Director; Richard Gershon, Media Buyer revising media schedules on the Benton & Bowles company plane in flight to Midwest client.

PICK UP A TAILWIND...



AND SRDS



In planes, trains, after hours at the office, weekends at home . . . every day, everywhere . . . agency men race against time in their ceaseless effort to schedule advertising for best effect.

Emergencies are almost commonplace. New product to be aired . . . new territory to be covered . . . extra budget for better market penetration. So here we go again . . . grab SRDS and a big, ruled pad. Pile aboard . . . and pray for a strong tailwind!

Once more that old schedule (*three months old!*) is (please forgive us) completely up in the air. Will *your* medium be on that pad when the wheels touch ground?

Your general promotion has made its impression. Your representatives have made your story known to some of these men . . .

But who is selling them now?

With a properly planned, strategically positioned Service-Ad in SRDS

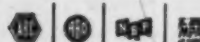
YOU ARE THERE

selling by helping people buy

SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function
Walter E. Botthof, Publisher

1740 RIDGE AVENUE, EVANSTON, ILL., DAVIS 8-5600
SALES OFFICES—EVANSTON, NEW YORK, LOS ANGELES



House Beautiful sent 27,000 sales kits to leading U.S. builders, architects, realtors, lumber dealers, and bankers. Some 80 companies and associations combined their efforts to supply the 62 separate sales aids, booklets, and brochures in each "Home Modernization Sales Kit." The promotion is an extension of the magazine's June issue, devoted to home remodeling, and the material can be used by local builders with *House Beautiful's* 10-step campaign to "put sales power into home improvement." The June issue was planned in conjunction with the FHA's program to educate the public on the merits of home modernization and repair.

National Business Publications has distributed statements by member publishers explaining "Why We Belong to NBP." Designed to promote new members and to encourage more member publishers to take advantage of NBP services, the statements point up the helpful information from NBP headquarters on operating practices, cost-cutting methods, and availability of executive personnel. The publishers also stress the opportunity provided to exchange ideas and solutions of common problems with other publishers, and the benefits to the entire industry of the annual Silver Quill Dinner. Contributing publishers are John W. Hartman, president of Bill Brothers Publications; Russell C. Jaenke, president, Penton Publishing Co.; George C. Stewart, president, *Constructioneer*; and William A. Wilson, president of Pit and Quarry Publications.

Playboy. "Back-to-Campus with *Playboy*" describes merchandising facilities offered to related product advertisers in the special "Back-to-Campus" issues appearing in August and September. The promotion folder reports that 2.25 million males will return to U.S. campuses this fall, and outlines *Playboy's* offer of free trade advertising in either *Men's Wear* or *Boot and Shoe Recorder* for fall advertisers in *Playboy*. Preview reports on all back-to-campus advertisers will also be sent to 2,200 men's wear and shoe retailers. ■

**WCAU WILL
NET YOU MORE
FISHERMEN...**

Because more different families listen daily and weekly to WCAU than to any other station in Philadelphia.* Look what we have for bait: 18 of the most persuasive personalities anywhere in radio. Whether you sell fishing tackle, clothes, beer, cigarettes or gas, WCAU reels in your customers. It figures: wherever Philadelphians go, more of them take WCAU along. Want to lure customers all the way from the Poconos to Delaware Bay this summer? Use the power line... WCAU Radio.

*LATEST CUMULATIVE PULSE ANALYSIS.

WCAU RADIO PHILADELPHIA
Represented by CBS Radio Spot Sales

According to **NIELSEN** . . .

(N.S.I. Nov-Dec. 1958)

WIST

is **ST**
in **CHARLOTTE**

and . . . for **TOTAL COVERAGE**
of the Carolinas'
GREATEST MARKET

WIST is your
BEST BUY by far!

Check the Nov.-Dec. N.S.I. or call your nearest PGW Colonel. When you compare, there's really no comparison!

A BROADCASTING COMPANY OF THE SOUTH STATION

JUST
WOC-TV

OR

29

DAILY NEWSPAPERS

For as little as \$30.00 . . . **SELL** the rich 47th TV Market (Davenport, Iowa - Rock Island and Moline, Illinois) . . . 42 counties in Iowa and Illinois with 438,480 TV Homes . . .

or use 29 daily newspapers at a combined cost of \$44.24 per inch for a circulation of 432,739.

WOC-TV
CHANNEL 6
DAVENPORT, IOWA

Peters, Griffin, Woodward, Inc. Exclusive National Representatives



WOC-TV Davenport, Iowa is part of Central Broadcasting Co., which also owns and operates WHO-TV and WHO Radio, Des Moines, Iowa

VIDEODEX NATIONAL RATING ANALYSIS

May 1-7—Top Five Programs Daily*

SUNDAY

Show	Rating	Network	Sponsor
1 At The Movies.....	33.2%	NBC	Rexall
2 Maverick.....	32.1	ABC	Kaiser, Drackett
3 G. E. Theatre.....	26.8	CBS	General Electric
4 Alfred Hitchcock.....	23.9	CBS	Bristol-Myers
5 Lassie.....	23.2	CBS	Campbell Soup

MONDAY

1 Danny Thomas.....	29.9%	CBS	General Foods
2 Father Knows Best.....	28.8	CBS	Scott
3 Wells Fargo.....	27.5	NBC	Buick
4 Desilu Playhouse.....	27.1	CBS	Westinghouse
5 Restless Gun.....	25.9	NBC	Procter & Gamble

TUESDAY

1 Rifleman.....	32.8%	ABC	Miles Labs
2 Wyatt Earp.....	30.4	ABC	General Mills
3 Red Skelton.....	28.9	CBS	S. C. Johnson
4 Garry Moore.....	27.6	CBS	Pittsburgh Plate Glass
5 Cheyenne.....	22.6	ABC	Johnson & Johnson, Armour, American Chicle, R. J. Reynolds, Bryl-Cream

WEDNESDAY

1 Emmy Awards.....	38.5%	NBC	Procter & Gamble, Benrus
2 Wagon Train.....	34.1	NBC	R. J. Reynolds, National Biscuit Co.
3 Price Is Right.....	24.8	NBC	Speidel
4 I've Got a Secret.....	23.8	CBS	R. J. Reynolds
5 Bat Masterson.....	23.2	NBC	Kraft

THURSDAY

1 Real McCoys.....	29.7%	ABC	Procter & Gamble
2 Pat Boone.....	28.7	ABC	Chevrolet
3 You Bet Your Life.....	26.7	NBC	Lever Brothers
4 Zorro.....	25.1	ABC	Seven-Up
5 Ford Show.....	24.3	NBC	Ford Motors

FRIDAY

1 Cavalcade of Sports....	27.3%	NBC	Gillette
2 Lineup.....	24.0	CBS	Procter & Gamble
3 77 Sunset Strip.....	23.1	ABC	American Chicle
4 Disney Presents.....	21.4	ABC	Reynolds Metals
5 Phil Silvers.....	20.7	CBS	R. J. Reynolds

SATURDAY

1 Gunsmoke.....	37.3%	CBS	Liggett & Myers
2 Have Gun, Will Travel	31.4	CBS	Lever Brothers
3 Perry Como.....	30.1	NBC	Chemstrand, Polaroid, Maybelline, Kimberley-Clark
4 Perry Mason.....	29.5	CBS	Sterling Drug, Florida Citrus, Parliments, Colgate-Palmolive, Van Heusen, Gulf Oil, Hamm's Beer
5 Black Saddle.....	22.8	NBC	Colgate-Palmolive, Liggett & Myers

* Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.

Advertising Index

American Girl	119
American Home Magazine.....	19, 20, 21, 22
Batten, Barton, Durstine & Osborn, Inc.	
American Tel. & Tel.....	114
Cunningham & Walsh, Inc.	
Boston Herald-Traveler	53
Jones Thomas Chirarg Company	
Building Construction Illustrated.....	84
Arthur R. MacDonald, Inc.	
Building Supply News.....	29
Wentzel, Wainwright, Poister & Poore, Inc.	
Buffalo Courier Express.....	85
The Kamrill Company, Inc.	
CRS. Owned and Operated Radio Stations	16, 27, 107, 117
CRS Owned Radio Stations.....	4
CRS Television Films Sales.....	72, 73
Chicago Sun-Times	57
The Buchen Company	
Chicago Tribune	2
Foss, Cone & Belding	
Cincinnati Enquirer	67
Stackton-West-Burkhart, Inc.	
Croplife	92
Kerker, Peterson, Inc.	
The Detroit Times.....	79
MacMunn, John & Adams, Inc.	
Farm Journal	31
Lewis & Gilman	
Farm Store Merchandising.....	93
Kerker, Peterson, Inc.	
First Three Markets Group.....	81
Gold and Tierney, Inc.	
Forbes Magazine	62
Albert Frank-Guenther Law, Inc.	
Fortune Magazine	70
Faller & Smith & Ross, Inc.	
Girl Scout Leader.....	115
Hearst Magazines	58, 59
Lynn Baker, Inc.	
The Houston Chronicle.....	15
Kanis-Nahas-Blumberg, Inc.	
Industrial Equipment News.....	104
Tracy, Kent & Co.	
Jackson Citizen Patriot.....	105
The Fred M. Randall Company	
KDUO—Riverside, California	55
Davis, Johnson, Anderson & Colombatto	
KOLN-TV, Lincoln, Nebraska	63
Due-Anderson Advertising Agency	
Ladies' Home Journal.....	3rd Cover
Doherty, Clifford, Steers & Shenfield, Inc.	
Long Beach Independent Press Telegram	
Max F. Becker, Advertising	
Los Angeles Times.....	113
Batten, Barton, Durstine & Osborn, Inc.	
Machine Design	1, 2nd Cover
Boumont, Heller, Sporting, Inc.	
McCalla Magazine	11
Donahue & Coe, Inc.	
Michigan Farmer (Capper-Harman-Slocum)	76
Bert S. Gittens Advertising	
New York Daily News.....	65
L. E. McGivens & Co., Inc.	
The New Yorker.....	4th Cover
Anderson & Cairns, Inc.	
New York Times Magazine.....	13
Franklin Spier, Inc.	
Newsweek	97, 99, 101
Bryan Houston, Inc.	
Ohio Farmer (Capper-Harman-Slocum)	106
Bert S. Gittens Advertising	

Holla/aupe, July, 1959

Oklahoman & Times.....	110
Love Runkle Company	
Outdoor Advertising	90, 91
Marschalk and Pratt Company	
H. L. Peace Publications.....	17
Jules Robert, Advertising	
Pennsylvania Farmer (Capper-Harman-Slocum)	83
Bert S. Gittens Advertising	
Philadelphia Evening & Sunday Bulletin	
N. W. Ayer & Son	
Philadelphia Inquirer	87
Al Paul Lefton Company, Inc.	
Playboy Magazine	33
Martien & Aubrey Adv. Agency	
Practical Builder	102
Wentzel, Wainwright, Poister & Poore, Inc.	
Providence Journal-Bulletin	75
Noyes & Company	
Reinhold Publishing Corporation.....	17
The McCarty Company	
Saturday Evening Post.....	6, 7
Batten, Barton, Durstine & Osborn, Inc.	
Sports Illustrated	8
Young & Rubicam, Inc.	
Standard Rate and Data Service.....	116
The Schuyler Hopper Company	
Suburbia Today	36
Harry Sturgis & Assoc.	
Tacoma News Tribune.....	32
The Candan Company	
Thomas' Register	14
W. N. Hudson, Advertising	
Time Magazine	24, 25
Young & Rubicam, Inc.	
True Story	69
Bryan Houston, Inc.	
WBT Radio—Charlotte, N. C.....	28
WHBF-AM-TV, Rock Island, Ill.....	30
Clem T. Hanson Company	
WIST, Charlotte, N. C.....	118
Bennett Advertising, Inc.	
WJR, Detroit, Michigan.....	86
Campbell-Ewald Company	
WLW (Crosley Broadcasting).....	83
The Ralph H. Jones Company	
WMAQ, Chicago, Ill.....	89
Grey Advertising Agency, Inc.	
WOC-TV, Davenport, Iowa.....	118
Bowden Bros., Inc.	
WRCA-TV, New York City.....	77
Grey Advertising Agency, Inc.	

QUICK NAME CHANGE

First issue of *The Magazine of Urban/Regional Planning* was published under the title *Plans and Projects*. Not until press time was it discovered that this was already the name of a company publication of the F. H. McGraw Co., serving the allied field of construction engineering.

AD SCALE

A new free public scale, the "AD-verdupois Advertising scale," replaces the customer's mirrored image with an illuminated advertising message just before his correct weight appears. An automatic electric counter registers every impression made on each unit. Scale is marketed by AD-verdupois, Inc. of Rochester, N. Y.

I'M OLDER THAN YOU THINK*

*
IN
MANY
WAYS



I'm 13½ years old . . . and of course I use lipstick (I have for 2 years). Like the other 2,161,000 "young lady" readers of AMERICAN GIRL, aged 10 through 16, I keep my dressing table well stocked with cosmetics.

Sell the market where buying begins. AMERICAN GIRL delivers your sales message first (median age 13.8).

AMERICAN GIRL MAGAZINE

Published by the Girl Scouts of the U.S.A.
830 Third Avenue, New York 22, N. Y.

Media-buyers' Groups

WITHIN THE LAST YEAR or so, noteworthy progress has been made in the establishment of associations of buyers of media. News that groups are being promoted in Pittsburgh and San Francisco is evidence of the vitality of the idea and the good impression that existing associations have made upon persons engaged in the planning and execution of advertising investments.

Largest but not oldest of the groups is the New York Advertising Media Planners. It now includes 83 members, and has been holding monthly meetings. These sessions have included discussions on such impelling topics as coverage, frequency, multiple-spotting, and the single rate. The Chicago Agency Media Group has been meeting regularly since January, and has treated as topics subjects such as "National vs. Local Rate Scramble" and a review of the Annual Media Awards.

Senior member of the associations is New England Media Evaluators, which is now almost two years old. This 17-member group has published the results of its first discussion, "Eight Tips for Media Buyers and Salesmen." Readers of *MEDIA/SCOPE* have benefited from its deliberations in that in June they read an article by Dino G. Valz, secretary-treasurer of the organization and

media director of Sutherland-Abbott, Boston, entitled, "Good Print Media Forms." This article was called by its author an "extension of remarks" of a discussion of this subject before a recent session of the NEMA. Members of the International Media Buyers Association number 22, and the group has been working for more and better audience information from both broadcast and print media in Latin America.

New in the field is the Cleveland Media Group. Its membership is restricted to those executives in Cleveland agencies whose full-time responsibility is in media buying.

The useful purposes served by these groups suggest that other associations will be formed in other areas as the idea takes hold. There is already some interest in Los Angeles, and St. Louis and Philadelphia seem other likely centers. The groups do not have to be restricted to agency people, as the moving spirit in Pittsburgh is the media supervisor of a large national advertiser. It is desirable that the large agencies and advertisers lend their support to such projects, as with their larger resources they have more to offer than small companies, hence have a greater responsibility to aid in the development of professional buying practices in the media field.

Television's Expanding Horizons

Current developments in television promise a vast development of the art and business. Television is now somewhat the victim of its limited range, but there are pieces of news which suggest that before long that range may be greatly extended. One is the feat of British Broadcasting Corporation in transmitting a news film under the Atlantic by telephone cable. The BBC has been able to relay a filmed image over a wire normally employed for voice transmission. Up to now a television signal, whether transmitted over wires or through the air, has needed an extremely broad channel in which to operate. A sound program requires only a narrow channel. Apparently the British have reduced the video channel to a fraction of what it has formerly required. This may permit the allocation of more TV channels on the air, and may hasten the time when persons talking over the telephone can see the person to whom they are talking.

There are other developments. One is what is called *scatter propagation*, in which powerful signals can be telecast over considerable distances and a wide area. Another is the possibility of a permanently-orbited earth

satellite, powered with atomic batteries, that can pick up signals and transmit them to any place on earth.

Another phase of this subject is the fast growth of television overseas. Irwin A. Vladimir, the well known expert in international advertising, tells elsewhere in this issue what he has observed about the growth of television in Japan. Estimates place the number of sets there at 2 million, serviced by 35 transmitting stations. Television is making gigantic strides in European countries also. Russia has close to 2.5 million sets, and transmitters are going up rapidly in most of the Communist bloc countries of Eastern Europe. Efforts are being made to standardize transmission systems, as the systems used in Britain, France, West Germany, and East Germany are incompatible. Work is progressing on uniting television stations into continental networks.

One cannot but feel that the horizons of television are expanding very rapidly, and that the next five years will see developments that we hardly dream of now. It is almost inevitable that technical developments will be followed by commercial uses.

REPORT CARD	
advertising revenue	A ⁺
circulation	A ⁺
newsstand sales	A ⁺
advertising pages	A ⁺

We just
got our
report card...



...and we're head of the class again!

ON its six months' report card—at the end of the Spring term—Ladies' Home Journal got top marks.

Advertising revenue—A-plus! Revenue climbed 14.2% over the first 6 months of 1958.

Circulation—A-plus! Circulation now averages over 5,750,000.

Newsstand sales—A-plus! The Journal con-

tinues to lead all magazines for women.

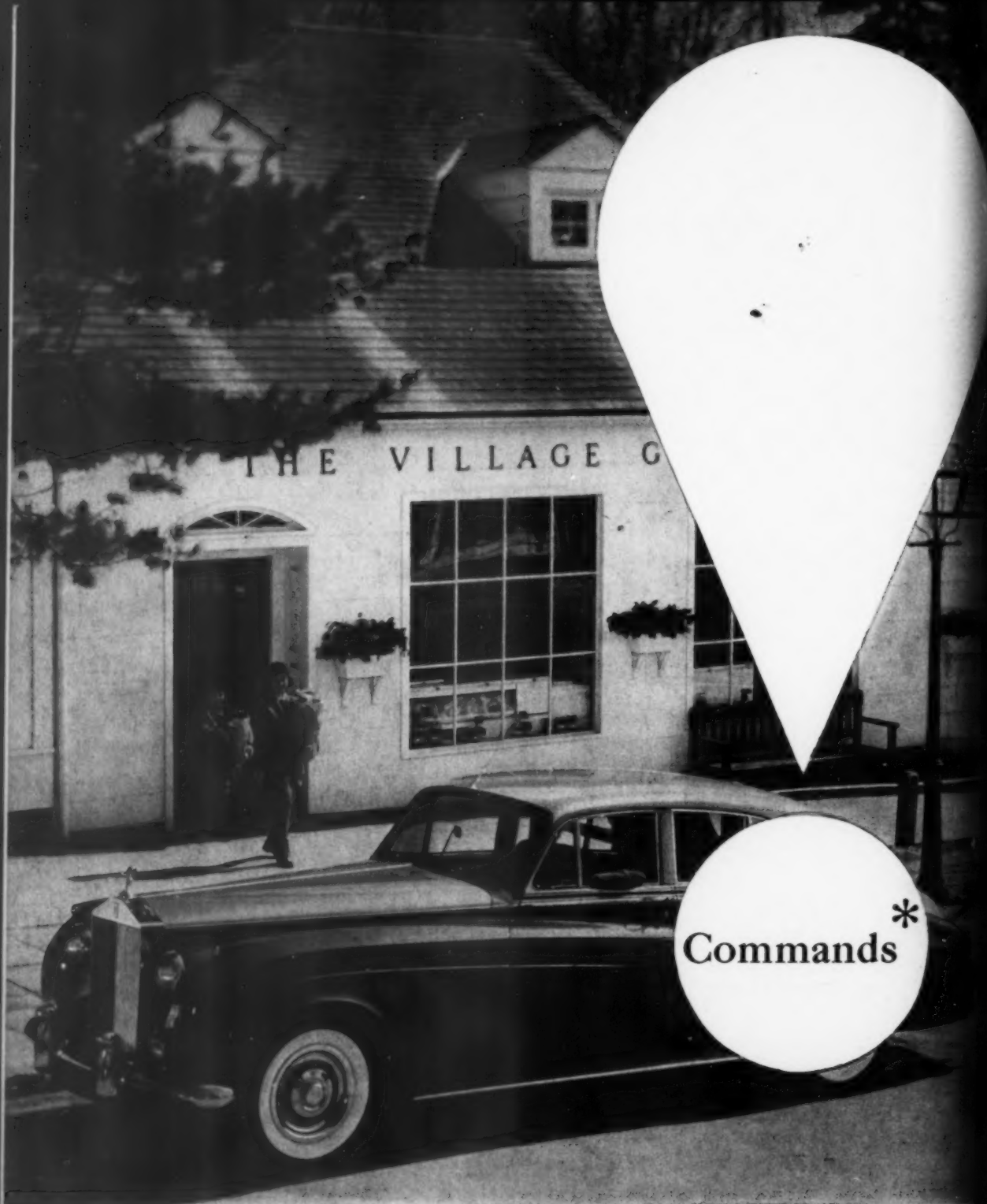
Advertising pages—A-plus! The Journal has gained more than 20 advertising pages this year. The secret is Journal editing—editing that causes women to read the Journal slowly and lovingly—but act on ideas in the Journal quickly and positively. Journalpower also has advertisers feeling happier—and healthier!

*Never underestimate the power
of the No. 1 magazine for women...*

Ladies' Home **JOURNAL**

A CURTIS PUBLICATION

NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING



Advertisement prepared by Ogilvy, Benson & Mather



"Sales up 50 per cent in 1958. Rolls Royce credits its advertising campaign in The New Yorker with being responsible for an important share of this increase. Inspired favorable editorial comment from coast to coast."

Waithrop Brubaker

Public Relations Officer, Rolls Royce, Inc.



THE
NEW YORKER
MAGAZINE

